

Sarcasm In Social Media: A Study of Comments on *Sam Smith's* Instagram Posts

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Abstract

This study aims to explain the types of sarcasm expressions and determine the purpose of sarcasm used by netizens in Sam Smith's Instagram comment column. Descriptive qualitative was used in this research. The objects of the research were sarcasm in netizen comments on Sam Smith's Instagram posts and their intended meaning. Documentation was employed to collect the research data and content analysis was employed to observe the sarcasm. The findings revealed that four types of sarcasm were used by netizens to comment Sam Smith's Instagram posts, including propositional, lexical, like - prefix, and illocutionary sarcasm. The study found five purposes of sarcasm: sophistication, evaluation, politeness, persuasive communication, and retraction.

Keywords : *Sarcasm, types of sarcasm, purpose of sarcasm, Sam Smith Instagram account*

Introduction

Instagram is one of the social media platforms that is widely used today. Instagram is well known for its ability to convey information, messages, expressions and news around the globe in real time. These excellent characteristics of Instagram make easy and fast information dissemination. In addition to Instagram posts, netizens can comment or respond to express their opinions on someone's post, and most comments are written based on their subjective opinions air thoughts, whether in the form of praise, objections or rebuttals, even insults that should not have the right to say. Fans and haters of Instagram accounts voice their opinions in their comment sections and they often use sarcasm.

Sarcasm is one of the expressive speech acts that is often used in daily basis communication. It is an expression that is not only recognized by its words but also by its tone of voice, facial expressions, and other contexts. In general sarcasm conveys the opposite of the speaker's intended or literal meaning (Kreuz & Glucksberg, 1989). In other words, it is the antithesis of what the speaker is saying (Camp, 2011). As sarcasm means something different from what is actually said, it often causes misunderstanding between the speakers and the audiences. Caucci and Kreuz (2012) assert that as sarcasm does not always have a clear meaning, listeners must infer its meannig more than it is on the surface level. Importantly, speakers and listeners should have common grounds to communicate via sarcasms. To conclude sarcastic exchanges communicate the intended meaning as opposed to the stated meaning and its receiver is aware of the difference between the spoken meaning and the intended meaning.

Camp (2011) classifies sarcasm into four types. The first type is propositional sarcasm that leads directly to the speaker's intention or purpose, which is generally to

satirize. When using this criticism type, people indicate the meaning of words or expressions that is completely opposite to the intended meaning. For example "*Omg Sam... you are a gentleman...*". At the surface level, the netizen appears to compliment Sam Smith, however as he is dressed up like a woman, the netizen could make fun of him. The second type is lexical sarcasm in which the sarcastic intention of the speaker lies in a particular words in the utterances. It is frequently phrased positively but has a negative consequence. For example, "*Girl, where u going?*" directed to Sam Smith. Through this utterance, as if the netizen is asking Sam Smith about where he is going, in fact the netizen used the word 'girl' to address Sam who is a man. The netizen's mocking Sam Smith is the obvious intention. Using this sarcasm type, the netizen can also associate a target with a negative or bad things. For example "*You are like the big chicken that my father was roasting on the barbecue*". The third type is Like - Prefix sarcasm, that is, using utterances to make the target looks like the assertion as deployed by the speakers but with the opposite direction. The word 'like', used as the prefix, stars sarcastic utterances. For example, "*Like you are the greatest singer in the universe*". By using *like - Prefix sarcasm*, the netizen negates the assertion resulting in the opposite meaning, that is, the target *is not the the greatest singer, who only acts like one*. The last type is Illocutionary sarcasm that requires listeners to get the speakers' sarcastic meaning by understanding the illocutionary force of utterances. Illocutionary sarcasm could includes general and even specific connotations such as expressions of affection, praise, pity, etc.

Along with the emergence of social media, such as Facebook, Twitter, Instagram, etc., sarcasm is commonly used by netizens as a means of expressing jokes, opinions, hate, like and dislike, and many others. This could be because social media use internet technology that enables them to collaborate, exchange information, and communicate through online message content fast (Cross, 2013). With social media, people can communicate with each other without any restrictions in terms of time and space. Today many people start using sarcasm for many different purposes. For example comedians and artists use sarcasm to mainly convey a joke to ridicule their rivals or friends and it is also done by fans and haters. In general Attrado (2001) classifies six purposes of deploying sarcasm. First, sarcasm functions as sophistication, which means that it is employed by speakers to show a clever and sophisticated manner, requiring a degree of linguistic skill and social awareness to both deliver and interpret its meaning effectively. The next is evaluative sarcasm that is used to introduce criticism, mockery., and other acts and the negative consequences of the acts are disguised while the good benefits of assertion are amplified. The third is persuasive communication, in which the speakers highlight absurdity, discredit the targets, create memorable messages, and demonstrate speakers' wit and intelligence. The fourth is sarcasm as a retract ability that is used to express things in such a manner that the speaker may avoid being made responsible for improper behaviour when expressing sarcastic utterances. Fifth, sarcasm functions as group affiliation that can be used to strengten social bond within social circle. In this context, sarcasm can help people connect one another who share a similar sense of humor or perspective. The last is sarcasm functions as politeness. Using this strategy speakers will appear completely polite, in fact, they are being sarcastically impolite.

To date, many studies have explored the use of sarcasm. Fon instance Sitanggang and Ningsih (2022) examined how sarcasm was used by netizens on Twitter in the case of the United States presidential election in 2020. Another study by Lestari and Juita (2022) analyzed the types of sarcasm in the comment column of male netizens on the Sukmawati Soekarno Putri news video YouTube account. A study by Muhaddisi,

Prastowo, and Putri (2021) investigated sentiment analysis over sarcasm detection on politicians' Instagram. Ardriani (2019) examined how sarcasm is used in the television series *Homeland – Pilot*. Sherin and Adisutrisno (2019) investigated responses to sarcasm by the characters of three *Star Trek “reboot”* version movies. Recently, Sukarto and Fauziah (2022) analyzed how satire and sarcasm on the YouTube got talent video.

The present research is a continuation of the previous ones but focusing on different aspects. The present research chose to study Sam Smith's Instagram because the account has millions of followers and many of his photos and videos can trigger comments containing sarcasm. Sam Smith is a British singer with extraordinary abilities. His name began to rise in 2012 when he was involved in the song *Latch* from *Disclosure* and the song entered 11th place in the UK music chart. His appearance has changed drastically since claiming to be non-binary in September 2019. He has recently made a controversy with himself supporting the LGBT movement or campaign. He also dresses like a woman which is very contradictive to his persona a few years ago. This certainly has made many fans disappointed and began to hate him. With this controversy, Sam Smith got the consequences in the form of comments on his social media pages, especially his Instagram. There are so many sarcastic comments targeted at the idol. The following is an example of sarcasm in the comment of Sam Smith's Instagram post: "*@dhaniepink: Omg Sam... you're a gentleman...*" This comment contains sarcasm, as it comments a photo in which Sam Smith is dressed up like a woman wearing feminine clothes. To be sarcastic, by saying that Sam Smith is a real man, the fan expresses the opposite to make fun of him. It is a propositional sarcasm that expresses the opposite meaning as expressed by the speaker or the speaker said something with the opposite meaning (Camp, 2011).

The present study formulated two research questions: (1) What types of sarcasm are used by netizen to comment on Sam Smith's Instagram posts? (2) What are the purposes of using the sarcasm?

Method

This research was descriptive qualitative type that gathers, examines, and interprets extensive narrative and visual data in order to better comprehend a specific occurrence (Gay, 2006). The data of this research were comments on Sam Smith's Instagram posts that contained sarcasm. The first data source was a picture of Sam Smith who is wearing clothes that are not usually worn by him. The clothes shows his curves and his skin exposed which seems naked / indecent. It was posted on February 9, 2023 with a total of 26,018 comments (https://www.instagram.com/p/Coco9Y_N_HG/?igshid=MzRlODBiNWFlZA==). The second data showed Sam Smith promoting a saggy body even though it was scientifically unhealthy. It was posted on February 28, 2023 with a total of 15,840 comments (<https://www.instagram.com/p/CpNKxgdIsBa/?igshid=MzRlODBiNWFlZA==>). The third data showed Sam Smith's portrait wearing a black long dress. The shirt showcases Sam Smith's curves and exposed skin. It was posted on May 12, 2023 with a total of 4139 comments (<https://www.instagram.com/p/CsJQGgastCb/?igshid=MTI1ZDU5ODQ3YWw==>). The fourth data showed Sam Smith was naked and posed like a bride running on the beach. It was posted on January, 2020 with a total of 27.172 comments (<https://www.instagram.com/p/B7KFsOCABMx/?igshid=MzRlODBiNWFlZA==>). The fifth data showed Sam Smith is wearing clothes made from bird hair, the clothes are very

striking and show Sam Smith's body in the thighs that seem like women's clothing. It was posted on January, 29 2023 with a total of 2.313 comments (https://www.instagram.com/p/Cn_08aXoc4T/?igshid=MzRlODBiNWFlZA==). The last data showed Sam Smith is wearing a dress with a floral print, the dress is very sensational and seems like women's clothing. It was posted on September, 3 2023 with a total of 3.153 comments (<https://www.instagram.com/p/CwtAK6ev7W/?igshid=MzRlODBiNWFlZA==>)

Documentation was employed as the method to collect the data of the study with the following procedures: (1) Accessing the official account of Sam Smith Instagram: @samsmith. (2) Looking into Sam Smith's Instagram posts that have been controversial regarding his clothing style. (3) Selecting comments contained sarcasm. Content analysis was employed to analyze the types and the purposes of the sarcasm with the following procedures. First, Identifying sarcasm types based on Camp (2011). Secondly, analyzing their purposes based on Attrado (2001).

Results

Types of sarcasm on comments to Sam Smith's Instagram posts

Propositional Sarcasm

This type of sarcasm leads directly to the speaker's intention or purpose, which is to satirize. However, the argument and purpose of the speaker's proposal are completely opposite to the argument. The speaker pretends to say that the statement is true, but in reality the speaker is referring to the opposite of the statement. The following are the netizens' comments that contain Propositional Sarcasm.

@aymen_mohsni: This is an inspiring picture, everytime I see it, I remember that "success" and fame is achievable if a clown like you makes it.

In the excerpt above, a netizen comments that Sam Smith's photo provides inspiration for his followers but on the other hand the netizen actually expresses sarcasm to Sam Smith, which can be seen in the next sentence stating that success can be achieved by doing stupid things like clowns. The data is included as propositional sarcasm because in its disclosure, the netizen satirizes Sam Smith directly by saying the opposite to the proposition that Sam is very inspiring but it is achieved by behaving like a clown.

reka3star: You look amazing 🤔🤔🤔

A netizen said that the photo looks very extraordinary where he actually did not really praise Sam Smith because the netizen actually mocked the photo uploaded by Sam Smith. The emoticons support the mockery. The data is included as propositional sarcasm because the netizen satirizes Sam Smith directly by saying "you look amazing" accompanied by a mocking laugh by which the writer expresses an insinuation that is contrary to the intent and utterance spoken. The commentator shows the sarcasm by laughing mockingly while the speech contains praise.

@masita_bangtan: Looks better than any model 🤔🤔🤔🤔

The data above shows that a netizen writes a comment that Sam looks very much better than other models where in fact he did not really praise him, in fact the commentator actually mocks the photo uploaded by Sam Smith. It is included as propositional sarcasm because in its expression, Netizen directly satirizes Sam Smith by saying "Looks better than any model" but only he/she expresses an insinuation: the utterance has opposing meaning. In other words, the commentator praises Sam Smith so that he/she is able to satirize Sam who is wearing a very tight shirt.

Lexical Sarcasm

Lexical sarcasm gives reverse compositional value to an expression or phrase. With harsh utterances in the form of usual normative relations, lexical sarcasm is more obvious and natural. With extreme statements in the form of normative scales such as, 'inspiring', 'brilliant', 'diplomat' and 'lucky'. " So sarcastic inversion adds value to the most extreme end of the scale. Many, if not all, cases of lexical sarcasm use explicit metaphorical expressions or comparisons, such as "that", "as" or "like", and are naturally accompanied by adjectives or adverbs. It is often phrased positively but has negative consequences. In the form of ordinary normative relationships with extreme sentences, lexical sarcasm is more natural and obvious. The following netizens' comments contain Lexical Sarcasm.

@reeganmathews: Looks like a piece of roast beef. Pathetic.

The context of the situation is that Sam Smith posts a photo where he is wearing clothes that show his curves and expose his naked skin. The excerpt above is included as the category of lexical sarcasm because the use of figurative expressions explicitly contains a methaporic comparison using 'like'. The commentator compares Sam to "a piece roast beef" which literally means that Sam Smith looks very strange, just like beef.

@Karenannsear: Looks like something from American Horror Story ☹

The excerpt above, a netizen comments that Sam Smith looks like a scary creature in an American horror story. The comment above is included as the lexical sarcasm category because the writer uses allusions or explicit comparisons 'like'. What the writer means by "American horror story" is the photo uploaded by Sam Smith who is wearing clothing that makes him to be like a scary creature.

@homb4lif33: He looks like a whale caught in a fishing net

In the next excerpt above, a netizen comments that Sam looks like a fish in a net. Obviously it is included as lexical sarcasm because the commentator uses expressions containing allusions or explicit comparisons 'like'.

Like - Prefix sarcasm

Sarcasm prefixed with "like" leads the speaker to an emphatic epistemic rejection of the core content of the declarative statement. "Like" sarcasm is only useful when combined with a declarative sentence. The sarcastic "like" is syntactically restricted to the beginning of the sentence in which it appears. As in most sentences containing the sarcastic "like", the utterance has a clear illocutionary force that connects the speaker to something very close to the actual focus of the sentence, namely the other, like (as if) As if no one cares about a silly problem. The following netizens' comments contain Like - prefixed Sarcasm

@ridwan.fals21: As if this is beautiful, but it's disgusting ☹

The excerpt above shows a netizen comments on Sam Smith clothes that are not usually worn by Sam Smith, the clothes show Sam Smith's curves and skin. The data is included in like-prefixed sarcasm because in its disclosure, the netizen uses the word as if in satirizing Sam Smith. The netizen comments that Sam Smith seems beautiful, but in reality the post is a disgusting. This can be interpreted by the use of emoticon that follows.

@libdiamondstone28: Like I know celebrates never really care about anyone, what sells is where they are going building wealth, we already love and accepted you as you are the talented Sam that sang stay with me and other beautiful songs that were well written, why do too much? I just don't get it but well in this time and days people call it "act or fashion of

expression". Just want you to know we loved then and it was okay to be yourself and to consider the people you depend on to build you wealth too.

In the comment above, a netizen states that he accepts Sam Smith as a talented singer without the need to do anything strange. The data above can be seen as like-prefixed sarcasm because the typical utterance of the sentence containing sarcastic 'Like' has the power of explicit illocution, where the commentator expresses the opposite where he/she considers that all celebrities including Sam Smith will do anything to maintain their wealth.

@anhxsan: Like this world It's your mine

The comment above shows that a netizen stated that Sam seemed to think the world was his. It is included as like- prefixed sarcasm because the typical sentence utterance containing sarcasm 'Like' has an explicative illocutionary power, Where the netizen has the opposite meaning to his speech partner where he comments that in the photo Sam seems to think the world is his with him taking pictures completely naked on the beach and posing running like someone who has freedom without a rule but in the comment netizens give satire to Sam Smith that we have rules or norms of society that must be obeyed and it is not appropriate for a celebrity to take pictures naked because it will have a bad influence on society.

Illocutionary sarcasm

This form of sarcasm is treated like any other speech act, including the other speech acts that accompany it. The degree of sarcasm is not only in some elements of the sentence or some statements related to the sentence, but the illocutionary function of the whole sentence. Illocutionary sarcasm expresses an attitude that is the opposite of the attitude used to express sincere expressions. So it involves pretending. It can also include a variety of consequences, including in particular the implicature of expressing evaluative judgments such as pity, admiration or surprise. The following netizen's comments contain Illocutionary Sarcasm

@wik00235: Sam what happened to you? This is not you....

The example above is a comment to Sam Smith who is wearing clothes that bind around his body, exposing his curves and skin so that in the photo Sam looks in pain. The data shows the existence of illocutionary sarcasm that includes a wide range of implicatures, including especially implicatures that express evaluative judgments such as pity, admiration, or surprise. In the comment above, a netizen does ask how Sam Smith is doing with the sentence above by showing his pity for Sam Smith, this can be seen at the end of the sentence the netizen still has time to say "Sam what happened to you". However, by this sentence, the netizen also inserts sarcasm in the form of the statement "this is not you". The sentence implies that the netizen is satirizing Sam Smith but at the same time he/she feels pity to the idol.

@rage_and_serenity: Man I liked you and your songs. Wake up.

In the example data above, a netizen considers Sam Smith strange with such an appearance. It is illocutionary sarcasm because he/she expresses the opposite of the attitude that a sincere utterance would express. Thus, this is a pretense. Where in the sentence the netizen pretends to say that he/she likes Sam and his song but in the last sentence he/she inserts a sarcastic sentence asking Sam Smith to realize his current strange appearance.

@officialtannerthomsen: It's so hard to see a big influence of mine posting things like this... I support you in every way, but how far is too far?

The excerpt shows a netizen was surprised to see Sam Smith posted such a wierd picture of himself. It is an illocutionary sarcasm because the writer expresses an attitude that is opposite to the attitude that a sincere utterance would express. Thus, it includes pretense. Where in the sentence the netizen pretends to say that he supports Sam Smith in every election but in the last sentence he inserts the sarcasm sentence "but how far is too far?". Looking at the sentence structure, it can be understood that the netizen pretends to express the opposite nature that he actually does not like the changes in appearance that have occurred to Sam Smith.

Purpose of sarcasm from netizen comments on Sam Smith's Instagram post

Sophistication

Sarcasm is the speaker's ability to regulate their emotional state by manipulating language (Attardo, 2001). This type of sarcasm usually uses high English so that it is not noticeable that the speaker is making sarcasm. Therefore, especially in politics, sarcasm is a cunning and subtle form of self-expression that creates a less aggressive environment than direct expression of the intended meaning. In relation to sophistication, it usually means the speaker's sense of humor and mood in a given situation. The following netizen's comments contains Sophistication

@rage_and_serenity: Man I liked you and your songs. Wake up.

In the excerpt above, a netizens commented on the photo thinking Sam Smith was weird looking like that. The purpose of sarcasm in this utterance is sophistication as the netizen mentioned that he liked Sam and his song. This can be seen in the sentence "*Man I liked you and your song. Wake up*". The function of sarcasm as sophistication shows the netizen's ability to play with language because he used utterances like wake up to refer to someone who should wake up immediately because of his current appearance which he thinks is strange and inappropriate.

@breetoole: I love your music. But you scare me.

In the excerpt above, a netizen commented by stating he/she liked Sam Smith's songs but he/she thought Sam's post was very scary to him/her. The purpose of sarcasm in this response is sophistication because he tried to make fun of Sam Smith by stating "*you scare me*" in which the netizen's intention implies to make fun of Sam Smith by saying that.

@debora_feliz_da_vida: Ursula is that u?

In the excerpt above, a netizen commented on Sam's photo by saying whether Sam Smith was an Ursula. The purpose of sarcasm in this response is sophistication as he tried to make fun of Sam Smith by saying "Ursula is that u?". Ursula is the main antagonist character in the movie *The Little Mermaid*, who is told as a sea witch.

Evaluation

According to Attardo (2001), sarcasm can mask the adverse impact of criticism, yet at the same time reduce the positive benefits that praise can convey. Using politeness in conversation can help reduce the negative impact of unkind feelings. Sarcasm is where the content appears to praise or state positive things, when in fact netizen intends to ridicule or insult someone. The purpose of using sarcasm is to reduce both traits simultaneously. The following netizen's comment contains evaluation.

@nunocalderone: you're too cool☹

In the excerpt above, a netizen commented that the photo was too cool but accompanied by a sad emoticon. The purpose of sarcasm in this response is evaluation because the netizen tried to criticize Sam Smith by saying "you're too cool ". What the netizen did is

to evaluate Sam Smith's actions, instead of conveying the actual meaning, the netizen used sarcasm. By the utterance, the netizen actually praised Sam, but on the other hand he also criticized Sam Smith by saying that Sam's photo was very cool accompanied by a sad emoticon which could mean that the photo is very bad.

@the_realestrican79: *Out of control. Old same smith is amazing. This is insane*
In the excerpt above, a netizen commented how Sam's past was better than his present, and the netizen thought Sam has gone beyond his limits. The purpose of the sarcasm is to evaluate as the netizen is criticizing Sam Smith by saying "*Old same smith is amazing. This is insane*". The netizen evaluated Sam Smith's actions, instead of conveying the actual meaning, the netizen used sarcasm. On the one hand, the netizen praised Sam, but on the other hand he criticized Sam Smith by saying that the change in Sam Smith's appearance was so crazy and strange and he/she thought the old Sam was better.

@gracefulewp: 🤔🤔🤔 *The trolling is hilarious, I love Sam dgaf* ❤️❤️👉👉
In the excerpt above, a netizen commented on Sam Smith's video in which he commented that he did not care about Sam Smith's makeup for him Trolling was funny. The purpose of sarcasm in this response is evaluation because the netizen tried to criticize Sam Smith by saying "*The trolling is hilarious, I love Sam dgaf*". The netizen evaluated Sam Smith's actions, instead of conveying the actual meaning, the netizen used sarcasm. From the utterance, the netizen actually praised Sam, and on the other hand he also criticized him by saying that Sam Smith's trolling was very funny and he loved Sam Smith regardless of his changes.

Tool for politeness

Sarcasm can also be used to show politeness. It is considered less harmful than outright hostility in the case of direct verbal actions. Although it may seem aggressive, sarcasm is less damaging to the listener's self-esteem than overt aggression. So sarcasm is a self-esteem saving tactic. The following netizen's comments contain tool for politeness Sarcasm

@sabrinasgilmusic: *I just miss when it was all about your voice.*
In the excerpt above, a netizen commented that he missed the voice of Sam Smith's beautiful voice without the controversial things he has done recently. The purpose of sarcasm in this response is a tool for politeness used in a good way when we do not like something so just try to react with good behavior to stop it. This is really shown in this comment "*I just miss when it was all about your voice*" where the netizen meant that he/she missed Sam Smith's beautiful and melodious voice, even though they did not like the changes made by Sam Smith.

@nette.werk_ : *With love 🤔🤔 I'm going to unfollow you. Your voice is amazing and angelic but whatever you're going through in this demonic spirit, I hope God gives you direction.* 🙏❤️

In the excerpt above, a netizen commented on Sam Smith's video that the netizen wanted to stop following Sam Smith because of the changes he made even though he had a very good voice but the changes were very disturbing to the netizen. The purpose of sarcasm in this response is a tool for politeness used in a good way when people do not like something so just try to react with good behavior to stop it. This is really shown in this comment, "*Your voice is amazing and angelic but whatever you're going through in this demonic spirit*" where the netizen meant that he/she liked Sam Smith's amazing and very melodious voice, but this change in his appearance makes the netizen disliked him and hoped Sam would soon return to the right path.

@JK_XXb3V: Even though you are the biggest disgusting person in life, the dress is beautiful

In the excerpt above, a netizen commented that Sam is a disgusting human being but the netizen also praised the dress he used is very beautiful. The purpose of sarcasm in this response is a tool for politeness used in a good way when people do not like something so just try to react with good behavior to stop it. This is really shown in this comment, "*Even though you are the biggest disgusting person in life, the dress is beautiful*" where the netizen thought Sam Smith's current change was very disgusting to the netizen but for now the dress worn by Sam Smith was so beautiful that made the netizen amazed.

Persuasive aspect

The role of sarcasm in persuasive communication is very important. Sarcasm that has a persuasive side is used to persuade someone to do something. There are four aspects to achieve this sarcasm.

Highlighting absurdity

Highlighting Absurdity is where sarcasm is used to emphasize the absurd with irony. By using sarcasm, the netizen makes fun of and draws attention to the weaknesses or shortcomings of others. The following netizen's comments contain highlighting absurdity

@reeganmathews: Looks like a piece of roast beef. Pathetic.

In the excerpt above, a netizen commented that Sam Smith in the photo looked like a piece of roast beef. The data contains a persuasive aspect by way of Highlighting absurdity where using sarcasm the netizen mocked and showed the weakness of the interlocutor. In this case the netizen wrote that Sam Smith was like a piece of roast beef, which means the netizen was mocking Sam Smith who looked very strange like roast beef due to his cloth tied around his plump body.

Discrediting opponents

Sarcasm is used to ridicule or humiliate opponents. This can be done by belittling/lowering the other person's credibility and making the netizen's message sound better or more plausible. The following netizen's comments contain discrediting opponents.

@jrister44: Nasty. Looks like pig intestines to me.

In the excerpt above, a netizen commented that Sam Smith in the photo looked like a disgusting pig intestine. The data contains a persuasive aspect by Discrediting opponents where by using sarcasm, the netizen undermined Sam Smith's credibility and made his message sound better or more reasonable. In this case the netizen asserted that Sam Smith looks like pig intestines that implicitly means the netizen was mocking Sam Smith who looked like pig intestines where pigs are often considered disgusting animals.

Creating memorable messages

Sarcasm is used by adding an element of surprise or humor so that others remember the sarcastic statement. The following netizen's comments create memorable messages.

phillcarse: looks like a ham joint. What a bellend

In the excerpt above, a netizen commented that Sam Smith in the photo looked like a pork chop. The data is a persuasive aspect of Creating memorable messages where by

using sarcasm, the netizen added an element of surprise or humor so that others remember the sarcastic statement. In this case the netizen uses " looks like a ham joint. What a bellend" accompanied by a laughing emoticon could mean that the netizen used the element of humor to mock Sam Smith. The the netizen asserted that Sam looked like a pig and bells because of his appearance.

Demonstrating wit and intelligence

sarcasm can show the netizen's intelligence which is persuasive, thus making the netizen more empathetic and trustworthy. The following netizen's comments contain Demonstrating wit and intelligence.

@jippytudah: I just threw up in my mouth. It looked better than whatever this shit is.

In the excerpt above, a netizen commented on Sam Smith's photo by stating that vomiting was better than seeing Sam Smith's appearance that made him like a woman. The data is a persuasive aspect by Demonstrating wit and intelligence where sarcasm was done well indicating the netizen's intelligence. This persuasive comment made the netizen looked knowledgeable and credible.

Retract Ability

Sarcasm as a retractor is used to reveal something so that the speaker can avoid responsibility for inappropriate behavior. Sarcasm allows one to say something and its opposite at the same time. The idea here is that sarcasm is used by making a statement that may be controversial or offensive, but at the same time the netizen appears as if he is not taking responsibility for the statement he is saying. The following netizen's comments contain retract ability.

@abelpirela: Sometimes they say that maybe this is the real you but maybe in this new character that you lost yourself in, I love you, but don't like this version of you.

In the excerpt above, a netizen commented on the photo that Sam Smith's fans thought that Sam has lost his identity where they still tried to like Sam but not with his latest version. The purpose of sarcasm in this utterance is Retract Ability where sarcasm is used by making a statement that may be controversial or offensive, but at the same time the netizen appears as if he is not responsible for the statement he said. This is seen in the sentence "*they say that maybe this is the real you but maybe in this new character that you lost yourself in, I love you, but don't like this version of you.*" The the netizen used it as if it is said by someone else, not him, even though it is the speaker's own thoughts.

@heitor_monte: It's nice to see how people relate to their bodies and completely lose their sense of aesthetics and taste.

In the excerpt above, a netizen commented on the photo that it was nice to see how Sam Smith changed with their bodies and completely lost their sense of aesthetics and taste. The purpose of sarcasm in this utterance is Retract Ability where sarcasm is used by making statements that may be controversial or offensive, but at the same time the netizen appears as if he is not responsible for the statement he said. This is seen in the sentence "*It's nice to see how people relate to their bodies and completely lose their sense of aesthetics and taste*". The the netizen uses people as if it is someone else, not Sam

Smith, even though it is the the netizen's own thoughts about the changes made by Sam Smith.

@horizon_film_production: Gay community actually suffer when they see this

In the excerpt above, a netizens commented on the photo that the gay community would suffer seeing Sam Smith's post. The purpose of sarcasm in this utterance is Retract Ability where sarcasm is used by making statements that may be controversial or offensive, but at the same time the netizen appears as if he is not responsible for the statement he said. This can be seen in the sentence "Gay community actually suffer when they see this". The netizen uses gay community as if someone else is saying it, even though it is the the netizen's own thoughts.

Discussion

The study has analyzed the types of sarcasm and the purpose of sarcasm written in the netizens' comments on Sam Smith's Instagram posts. The study analyzed the types of Sarcasm based on Camp (2011) and found four types of sarcasm in netizen comments including propositional (15.62%), lexical (49.22%), like - prefix (2.34%), and illocutionary sarcasm (32.82%). It can be concluded that lexical sarcasm is the most dominant type used by the netizens to comment Sam Smith's Instagram posts. By using lexical sarcasm, the netizens commonly show sarcasm in a positive way but with negative consequences. In contrast to the results of previous studies, this study found differences related to the types of sarcasm that occur, for example Padmantri and Sutrisno's (2020) research found 20 sarcastic statements in the movie, 85% of which were illocutionary sarcasm and 15% were propositional sarcasm. However, the characters did not use lexical sarcasm or sarcasm that begins with the word like to convey sarcasm. The results of this study are also not in line with the results of Melawati's research (2021) that show some types of sarcasm, including illocutionary, lexical, and prefix sarcasm, but not propositional sarcasm. Nevertheless there are some previous studies that reported similarities to the current research, for example, the research conducted by Sitanggang and Ningsih (2022), Lestari and Juita (2022), Maula and Muhayani (2022), Bachtiar and Hardjanto (2018), and Padmantri and Sutrisno (2020). All of them similarly found propositional, lexical, Like - Prefix, and Illocutionary sarcasm.

The researcher analyzed the purpose of sarcasm based on Attardo (2001) who divided sarcasm into six purposes, namely sophistication, evaluation, tools for politeness, persuasive aspects, ability to retract, and group affiliation. The researchers found five purposes of sarcasm as proposed by Attardo (2001): 44.17% data of sophistication, 15% data of evaluation, 3.33% data for politeness, 35% data of persuasive aspects, and 2.5% data regarding ability to retract. It can be concluded that sophistication is sarcasm function that is mostly used by the netizens to comment on Sam Smith's Instagram posts. However, the study did not find the purpose of sarcasm as group affiliation due to data limitations. This condition can be explained by Fitriyanti (2020), Ramadhan and Setiasari (2022), and Adang (2021) who also use Attardo's (2001) sarcasm purposes. The different results from previous research could be because of different data sources, for example, Ramadhan and Setiasari (2022) obtained data from the television series. Friends and Adang (2021) used YouTube as the data sources.

Conclusion

After analysing 128 data of sarcasm, the researchers could classify the types of sarcasm and the purposes of their usage in Sam Smith's Instagram comment section. Lexical sarcasm is the most dominant type of sarcasm used by the netizens to comment on Sam Smith's Instagram posts. We found that via lexical sarcasm, they could write positive statements about the target person but with negative consequences. By the the lexical sarcasm, nitizens demonstrate their language competence by using wordplay or clever language to produce double meanings. While they could maintain a friendly and innocent tone, they in fact state negative things about the target person. In addition, many nitizens, possibly Sam Smith's previous fans, employed lexical sarcasm to sound less confrontational. In addition, by using lexial sarcasm they could critique or mock Sam Smith while at the same time they could avoid direct confrontation.

As for the purpose of the sarcasm, sophistication is the most dominant sarcasm function used by the netizens when commenting on Sam Smith's Instagram posts. They highly showed this purpose as they probably wanted to appear either humorous and intellectually superior in using language. When they use sophistication as the purpose of their sarcasm, they probably also want to show their clever humor while indirectly making fun or doing a criticism to the taget person. In other words, this purpose of sarcasm is possibly used by them to show off their intelligence in using language without being considered rude or confrontational. We also predict when the netizens use sarcasm with this purpose, they intend to make their languae to sound friendly and polite in tone that allow them to maintain the target person's positive image and avoid unnecessary rudeness and conflicts.

The findings of the present study could be used as one of the references to enrich pragmatic knowledge in all aspects of life, especially in social media such as Instagram, Twitter, Facebook, YouTube. By knowing sarcasm, English learners can be more careful in choosing words and sentences to comment on others because sarcasm could attack or harm others. Future researcher could explore the correlation between sarcasm and impoliteness and the pragmatic meanings of emoticons in sarcastic utterances.

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