Irony and Sarcasm Detection On Public Figure Speech

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A R T I C L E I N F O	A B S T R A C T
Keyword Verbal Irony Sarcasm Detection Public Figure Speech Semantics	This study discusses the detection of sarcasm found in several speeches. The objectivity of this study is the utterances of Megawati Soekarnoputri and Sukmawati Soekarnoputri speech. The data source for this study is four video samples as primary data and three printed text as secondary data. In this study, seven types of sarcasm from Mike Lamb are used as the foundation for the objective resolution of this study. This study was carried out by cross-checking the analysis, which resulted in sarcasm that is no longer a detection but a solid sarcasm. The method used in this study is a literature review and video-based analysis that analysed seven types of sarcasm by Mike Lamb: self-deprecating, brooding, deadpan, polite, obnoxious, manic, and raging sarcasm. The results got from this study are that the speakers detected 3 of 7 types of sarcasm, referring to Mike Lamb's theory of sarcasm.

Introduction

Sarcasm detection, despite being a well-studied phenomenon in cognitive science and linguistics (Wilkes-Gibbs and Clark, 1992; Gib, 2007; Kreuz and Glucksberg, 1989; Utsumi, 2000), In linguistics there is figurative language, which has several branches, among which are metaphor, irony, and sarcasm. In general, the literal meaning is different from what the speaker wants to convey through sarcasm. Furthermore, sarcasm is a literary and rhetorical tool intended to mock, often with satirical or ironic remarks, with the aim of entertaining and hurting someone, or some part of society, simultaneously. Sarcasm is verbal irony that expresses negative and critical attitudes toward persons or events (Kreuz and Glucksberg, 1989). However, it bears noting that while researchers typically refer to or study ''verbal irony" or ''irony", they are generally referring to the negative attitude projected by ironic speakers. Hence, in many instances, the terms ''verbal irony" and ''sarcasm" have been conflated (Colston, 2017). To be explicit, the focus of the present study is sarcasm because of its importance in communication. For example, sarcastic comments are quite pervasive in conversation, perhaps because listeners tend to find these remarks less threatening and morepolite than overtly critical statements (Farías, et al, 2016; Saban-Bezalel, et al, 2019). Overall, the extent to which sarcastic comments are seen as polite delivery of messages or critical criticism varies greatly as the surface of the message. An alternative perspective is that, in conjunction with situational context and vocabulary choice, specific acoustic cues known collectively as the ''ironic tone of voice" help listeners to know when sarcasm is intended. Henceforth, the present study's focus is sarcasm because of its importance in communication. For example, sarcastic comments are pervasive in conversation, perhaps because listeners tend to find these remarks less threatening and morepolite than overtly critical statements (Farías, et al, 2016; Saban-Bezalel, et al, 2019; Pickering, B., Thompson, D., & Filik, R. 2018). For this reason, some other views experts also argue that "sarcastic comments can act to highlight and enhance the critical message intended by speakers" (Colston, 2017).

The extent to which sarcastic comments are seen as polite delivery of messages or scathing criticism varies significantly from the surface of the message. While not the focus of this study, many theories have been put forth to account for the contexts and linguistic mechanics under which speakers express the negative subtype of verbal irony, i.e., sarcasm (e.g., Gerrig, 2018); Bailin, 2015; Wilson, 2017). Sarcasm expressions in Indonesia are effortless to find, and it usually comes from politicians, musicians, critics, entertainers, government officials, and ordinary people. In the 2019 Presidential Election, a political party with much sarcasm was detected. Like sarcasm in the form of sarcasm allusions wrapped in soft satirical praise. One of the politicians and chair of the PDIP party, Megawati Soekarnoputri (MS) and Sukmawati Soekarnoputri (SS) indicate sarcastic expressions in their speech, which has become an exciting phenomenon lately. Again, this study only focuses on the utterances which contain sarcasm detection. The phenomenon that occurs the speakers is that they perform sarcasm in public, related to several theories, including the theory of Brown and Levinson (1978) in Alabdali (2019), explaining that sarcasm is used to mock the victim or the target of the sarcasm and relates to the types of sarcasm in revealed by Mike Lamb posted on Writers Café Organization (writerscafe.org) including brooding and deadpan sarcasm.

With attention to the current phenomenon of sarcasm detection, this study intends to answer the research question, they are:
1. What kind of sarcasm was used by MS and SS in their speech?
2. How do MS and SS express sarcasm in their speech?
3. Why do MS and SS express sarcasm in their speech?

Literature Review
a. Sarcasm Detection

Sarcasm is mocking and often involves hard labor to achieve savage disappointment, although it can also be softer as an increase in politeness and a reduction in hostility around criticism (Dews & Winner, 1995). In addition, sarcasm is often criticized in a funny atmosphere (Dews et al., 1995). Some examples related to expert theory include, *"You were born on the highway, huh? Because that is where most accidents occur"*. (Riloff et al., 2013) A general form of sarcasm aims to align positive sentiments attached to adverse situations or vice versa. (Tsur et al., 2010) exemplifies sarcasm through the composition of linguistic elements, such as specific surface features about a product, often words, and punctuation. Detection of sarcasm, although a well-structured phenomenon in cognitive and linguistic science (Wilkes-Gibbs and Clark, 1992; Gib, 2001; Kreuz & Roberts, 1995; Utsumi, 2000), is still in its infancy as a computing task. Sarcasm is a complex linguistic phenomenon where the meaning of the intended speech is not the same as the literal meaning. (Karoui et al, 2017).

Sarcasm is a contradiction between positive sentiment and a negative situation. Sarcasm is a contradiction between negative sentiment and a favorable situation. Tweets start with an interjection word, sarcasm as a contradiction between likes and dislikes. Sarcasm is a contradiction between a tweet and universal facts. Sarcasm is a contradiction between the tweet and its material facts. Positive tweet that contains a word and its antonym pair. Therefore, there are some most popular types of sarcasm. Sarcasm often depends upon the voice tone. There are seven types, according to Mike Lamb.

Table 1. Seven Types of Sarcasm According to Lamb (2011)

No	Types of Sarcasm	Definition
1	Self-Deprecating Sarcasm	This category of sarcasm expresses an overstated sense of inferiority and worthlessness.
2	Brooding Sarcasm	In this criticism, the speaker utters something polite.
3	Deadpan Sarcasm	It is expressed without emotion or laughter, making it difficult for the listener to judge whether the speaker is joking or mocking.
4	Polite Sarcasm	A speaker is said to have delivered a polite sarcasm when his listeners only get to realize that his kind remark was a sarcastic one after they had given it some thought.
5	Obnoxious Sarcasm	This kind of sarcasm makes people feel like punching the speaker in the face.
6	Manic Sarcasm	This type of sarcasm is delivered in an unnatural happy mood which make speaker look like he has gone crazy
7	Raging Sarcasm	This kind of sarcasm relies mainly on underline exaggeration and violent threats.

b. Related Work

Irony merely emphasizes a meaning that is not entirely true because, in this study, the use of sarcasm is not only to emphasize meaning in a sentence but an expression of a sentence in an irony package that can cause some mistakes in understanding expression and meaning (Camp, 2012). Camp's study directs to a more balanced outcome, in which opinion says that the aim is to emphasize meaning, but it can be proven that expressive emphasis can also occur, and there is an excellent chance that it will occur. Slang sentences must be conveyed spontaneously and creatively, in line with general sarcasm, which uses creativity in word processing to become sarcasm-like slang sentences (Rezeki & Sagala, 2019). The research used in this SAOS research is descriptive qualitative to analyze the data because it describes a problem. In addition, this method is appropriate to use in this research, and the findings and results are obtained, such as; the classification and meaning of semantic slang used by the millennial generation in social media and the reasons for the relationship between this research and sarcasm research is its use and pre-use which demands creativity, and is also used in social media platforms.

(Nugrahani et al., 2019), did a study entitled sarcasm in Indonesian political culture. The result of their research is the researchers conduct the result, that "From the discussion above, it can be concluded that there are pragmatic deviations in the use of language on Indonesian electronic news. This can be seen from the many language styles of sarcasm. In the context of this political propaganda, speakers deliberately use sarcasm to express hatred, dislike, insult, humiliate, demean, or verbally attack people who are political opponents. The attacks sarcastically delivered are explicit, and some are implicit. The sarcastic expression on electronic news shows the impoliteness of Indonesian people in language. This reflects that it has been a fading character of the Indonesian people as the Eastern nation is commonly known as friendly, polytheistic, and highly cultured. If this is left over, it will ruin the character which is the identity of the Indonesian nation as a dignified nation." Their discussion is in line with the research currently being carried out, which triggers the author's concept of discussing sarcasm in Indonesian political culture, and this study also explains why Indonesian political culture is thick with sarcasm that is in line with what the author is working on today.

Research Methodology

This study uses a descriptive qualitative research design to sequence observations, interviews, or document reviews (Moleong, 2007). Although, the qualitative research is a method based on post positivism philosophy, used to examine the conditions of natural objects, the researcher is an essential instrument (Creswell & Poth, 2016). The data was collected from video streaming platforms, journals, and other sources. The data is video documentation collected from online video streaming platforms, YouTube, online news sites *DetikCom*, *TvOne News*, and official news broadcasting *Detik News* and *TvOne News*. The data obtained will be extracted into a video player format known as Mp4 (data collection column in the research mapping chart), and then analyze the sentences detected as sarcasm will be analyzed following the objectives, namely, how? what?, and why the sarcasm detected on the speech, then it will be displayed as the results of the presentation data, which will be reduced again to get the concrete analysis results and can proceed to the next stage, which is called the conclusion of the data that is expected to lead us to the purpose of this research.

Results and Discussion

a. The speakers deliver sarcasm in a variety of tones

The speaker of sarcasm always throws sarcasm with a variety of tones in order to convey the main message with a very delicate process in which the listener must interpret the words, and if caught the sentence is a satire, they have an excuse to refuse it with a gentle excuse, that is "message" in which they emphasize messages outside of sarcasm, not messages in sarcasm itself. Like some examples of the emphasis on the questions they pose, this emphasis is more directed to the emphasis of meaning in the sentence, which means behind the emphasis, there is a message or content of the thing being emphasized.

b. Why sarcasm appeared in the speech?

Based on table 2, the researcher has done at least three reviews of sarcasm sentences and matched them with the theory of Lamb above and the sarcasm sentences; on average, three types were detected. MWs and SS performed sarcasm, intending to convey satirical and offensive messages to several groups/individuals/agencies that did not agree with the groups/individuals or their institutions. They carry out sarcasm with thin messages conveyed through their speeches and statements to people/groups that are not in line with the thoughts that are eaten, instilling an understanding that applies in this country to groups/individuals who have a state understanding and understanding of religion, norms, tribes, customs and culture and society with messages, generalizing understanding of the state and society.

From the research, that researcher got some findings on sarcasm that have been analyzed and cross-checked to make sure the data is valid for sarcasm detection, and the word was converted. The discussion will explain and

showing up how to analyze and how cross-check the data. They convey sarcasm intending to attack or insinuate those they perceive as the opposition or people/groups/parties they think disagree with their ideology to convey positive and negative messages wrapped in sarcasm.

Table 2. Types of Sarcasm appear in speech

No	Types of Sarcasm	Definition
1	Self-Deprecating Sarcasm	This category of sarcasm expresses an overstated sense of inferiority and worthlessness.
2	Brooding Sarcasm	In this criticism, the speaker utters something polite.
3	Polite Sarcasm	A speaker is said to have delivered a polite sarcasm when his listeners only get to realize that his kind remark was a sarcastic one after they had given it some thought.

This research focuses on the research or analysis of speeches of political figures. Speech is a set of communication in which one gets the attention of many people for a certain period (Cohen, 1996). This is where the two figures communicate through speech that, if we trace again, communication using language or communication in linguistics as conveyed (Rezeki & Sagala, 2019). Language is one of the essential things in the lives of human societies to communicate with each other. This means communication uses language, although many types of language, both verbally, written, and others, but the language is used as a medium to deliver speeches that contain closed messages with a thin closing core message that is used to insinuate or tease certain people/groups. Their speech, if we listen, is just an ordinary nationalist speech containing an invitation to nationalize. However, the researchers did an analysis and cross-checked which Sarcasm was detected according to Mike Lamb, which detected 3 of 7 types, and the analysis found several strong sentences expressed as strong Sarcasm. Sarcasm is a complex linguistic phenomenon where the intended meaning of speech is not the same as the literal meaning. (Karoui et al., 2017) their speeches were published among their fellow group members. In speeches, several sentences/words are detected as sentences that Sarcasm scoffs and often involve hard work to achieve savage disappointment, although it can be made softer by increasing politeness and reducing hostility around criticism (Dews & Winner, 1995). The first part of the discussion explains why MS and SS convey sarcasm. The focus of this meeting is more on the analysis of relativity connectivity in which these findings are analyzed and are related to events or things that occur shortly and often happen to them or to whom sarcasm is conveyed.

The data sources have been seen and analyzed twice to ensure that researchers are not wrong in capturing and processing the wrong information. The analysis is carried out repeatedly to collect data to make it more straightforward with no irregularities. After the data source has been analyzed, a number of sentences are detected as sarcasm which the researcher collects and stores for analysis at a later stage, finding a meeting where MS and SS convey sarcasm to insinuate, offend and possibly ridicule individuals or groups certain, but in sarcasm a more dominant sentence is detected to the message in the form of sarcasm and also allusions to particular groups or individuals related to events or things that occur in the near or far behind which are like the main target they are doing sarcasm and assume a group or individual is like an enemy who disagrees with their thoughts and finally they express their anxiety about the disharmony by using a message and in a neat package called sarcasm, as explained by (Dews & Winner, 1995). Sarcasm is mocking and often involves hard labor to achieve savage disappointment, although it can also be made softer as an increase in politeness and a reduction in hostility around criticism.

In addition, sarcasm is often criticized in a funny atmosphere (Dews and Winner, 1999). It is clearly seen that the sentences of sarcasm detected in their speeches contain messages addressed to specific groups or people that we still often assume with whom sarcasm is mutual this is conveyed. In the results of this meeting, it can be discussed that in this finding, sarcasm is aimed at "certain" groups who always reject their ideas and ideas contrary to the group's ideology. We cannot say that groups or perpetrators of sarcasm are guilty because, if viewed from the subjective may be wrong. At the same time, objectively also, the possibility of being wrong is related to the rejection of ideas by the group leader who disagrees with the thinking of the perpetrators, which states that this should be carried out with the whole state ideology. However, the group leader is not in agreement and states to rethink their words, and the state should rely on the ideology of the state social and religious norms of the Indonesian people. The essence of this discussion is the existence of relativity connectivity in the time occurrence far behind and near the last event and why they did it. Sarcasm is insinuating groups or people who disagree with their thinking and then delivering sarcasm publicly as a medium of broad message delivery, which the public and the group can reach. This study discusses the detection of sarcasm found in several speeches of politicians. With attention to the current phenomenon of sarcasm detection, this study intends to answer the research question. Firstly, what kind of sarcasm was used by MS and SS in their speech? secondly, how do MS and SS express sarcasm in their speech? and the last research question, why do MS and SS express sarcasm in their speech? This study uses four videos and three printed

(written) samples as descriptive data. In this study, seven types of sarcasm from Mike Lamb are used as the foundation for the objective resolution of this study. This study was carried out by cross-checking the analysis, which resulted in sarcasm that is no longer a detection but a solid sarcasm. The method used in this study is a literature review and video-based analysis that analyzed seven types of sarcasm by Mike Lamb (2011): self-deprecating, brooding, deadpan, polite, obnoxious, manic, and raging sarcasm. The results of this study are that the speakers detected 3 of 7 types of sarcasm in Mike Lamb (2011).

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