

Cynism Tik-Tok Comment Column and its Implications for Language Learning

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Article Info	Abstract
Received: February 25, 2023	Cynicism is a speech that contains ridicule of someone's sincerity. Cynicism has a cruder nature than irony. The purpose of this study is to describe the markers of cynicism spoken by netizens in Popo's tik-tok comments column. The method used in this study is a qualitative method with documentation data collection techniques in the form of observing and taking notes. The data analysis technique used in this study is a technique for direct elements. Data analysis techniques were carried out by data reduction, data presentation and drawing conclusions. The data and data sources in this study are the utterances of netizens containing cynicism in the tick-tock comments column. The data collection instrument is a device to screen shoot with validity testing in the form of increasing persistence. The results or findings of this study are in the form of satire from someone who contains rhetorical utterances, proverbs and multiple utterances. These three utterances are interesting for further analysis using grammatical semantic studies. Signs of cynicism spoken by netizens in Popo's tik-tok comments include rhetorical utterances, proverb utterances, and double utterances.
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INTRODUCTION

Language is a very important part of everyday life. Language is a tool for communicating and conveying opinions by speakers to speech partners (Arisnawati, 2020, p. 137). The language used by humans is increasingly developing, this development is caused by science and technology (Ayu, Aziza, Kusuma, & Nurul, 2021, p. 107). Language is used by humans to express a feeling, opinion and desire for other people. Language can be divided into two, namely spoken language and written language. Spoken language is language that can be spoken using the mouth senses, while written language is language in the form of words, phrases and sentences.

Social media is a web-based online media. Social media can be used to find the latest and most up-to-date information, ranging from national to international information (Yanti, Suandi, & Sudiana, 2021, pp. 140-141). On social media there are nicknames of netizens. Warganet is a term for people who are active on social media. This term arises because they are very active in cyberspace and they free themselves to express themselves (Inderasari, Achsan, & Lestari, 2019, p. 38).

The study used in this study is a semantic study. Semantics comes from the Greek word *sema* (sign or symbol). Semantics can be divided into two, namely, lexical semantics and grammatical semantics. Lexical semantics is semantics whose meaning can be interpreted by itself. For example, the word 'nose' in lexical has the meaning as a sense of smell (Nafinuddin, 2020, pp. 2-8). Meanwhile, grammatical semantics is semantics that has another meaning in the sentence. For example, the word 'brain' in a sentence, namely 'where is your brain', means that someone's way of doing something is not good.

Language style is a person's way of expressing thoughts using distinctive language. The style of language used by a person can judge the nature and personality of that person (Handono, 2018, p. 105). The better the language used, the better the person's judgment. Conversely, the worse the language used, the worse the person's judgment will be (Marnetti, 2018, p. 38). In this study, the researcher focused on the cynicism style found in the comments column of Popo's tik-tok account. Cynicism is satire that contains ridicule and is more crude than irony (Heru, 2018, p. 48).

Another opinion suggests cynicism as satire that contains ridicule of one's sincerity (Yuliana, Wardarita, & Fitriana, 2021, p. 24). The satire used in this research is in the form of writing. The problem that will be studied in this study is regarding the stylistic markers of cynicism raised by netizens in the comments column of Popo's tik-tok account.

The use of language used by the public both in social media and in everyday life sometimes deviates from polite words. The reasons for studying the style of cynicism in the tik-tok comments column are, first, the cynic language they use on social media is used as material for jokes, and this is considered normal. Second, the language they use can lead to misunderstandings and problems. Therefore, the researchers hope that in the future social media users will pay more attention to ethics in commenting.

Several previous researchers have examined the language style of cynicism. First, this research was conducted by Handono (2018). He researched the style of language comments on Mimi Peri Rapunchelle's Instagram account. Second, this research was conducted by Purwasih (2018). He researched the stylistic analysis of repetition and cynicism in Hast Broto's pencil bridge film. Third, this research was conducted by Muzayanah (2020). He researched the style of cynicism in the comment column on Instagram artist Nikita Mirzani and its implications for learning Indonesian in high school.

The research currently being researched is regarding cynicism in the comments column on the social media tick-tock. The data in this study are in the form of netizen speech that contains cynicism, and the data source in this study is in the form of comment fields on Popo's tik-tok account.

METHOD

The method used in this research is a descriptive qualitative method. The data obtained is in the form of words or pictures not numbers. Qualitative research is research that requires direct interaction with what will be studied (Abdussamad, 2021, p. 30). The technique used is in the form of documentation in the form of observing and note-taking techniques. Data were analyzed using the distribution method in the form of a direct division technique, which is used to divide lingual units into several elements. Testing the validity of the data is in the form of consistently increasing the persistence or constancy of observations. Improving persistence can be done by reading carefully. Careful reading is done to ensure the data obtained does not contain errors.

RESULTS AND DISCUSSION

In the following, the researcher will present the results and findings from the data that has been obtained. The researcher obtained nine data regarding cynicism style. This data can

be found in the comments column on Popo's tik-tok social media. The language style of cynicism that will be presented in this study concerns the markers of cynicism. Synssimistic language style markers can be divided into three, namely rhetorical derivatives, proverb utterances, and double utterances. The following are the results and analysis of the nine data obtained on cynicism.

Rhetorical Speech



Figure 1. Netizen's comments about dolls

Context: This speech occurred when Popo was replying to one of the comments from netizens who said that it was a doll, not his father. This comment was answered with a video saying he was with a bolster that his father said. He then moved the bolster to make it look like a living human being was moving.

ED816 : “Yang gila tuh gue apa dia ya?” (RTR. 1)

Based on the data above, the sentence was uttered by a netizen with the initials ED816. He said a sentence with the aim of satirizing using rhetorical speech. The satire with rhetorical speech was conveyed to satirize the account owner whose behavior was increasingly unclear. The speech was made using interrogative sentences and said it openly. The satire is included in the style of cynicism with rhetorical utterances. Sentences that are included in rhetorical utterances are sentences that are crazy, what is he. The sentence is entered into a rhetorical speech because the sentence does not require an answer to the question. The speaker clearly knows that there is nothing crazy between the two, it's just that almost all of the content created by Popo is idiosyncratic. (Abidin & Sakaria, 2022, p. 99).



Figure 2. Netizen's comments about masks

Context: Popo's video upload replied to comments from netizens who said that the doll he recognized as his father was a bolster with a mask on. Then the account owner replied that it was true his father and now his father has a fever.

NSAA : “Kok bisa digendong bapaknya? Gak berat ya?”

Based on the data above, the sentence was uttered by netizens with the initials NSAA. He said a sentence with the aim of satirizing using rhetorical speech. The satire with this rhetorical speech was conveyed to satirize the account owner whose behavior was getting more eccentric by acting like he was carrying a bolster that was said to be his father. The speech was made using interrogative sentences and said it openly. The rhetorical utterance in this sentence lies in the sentence "How come you can carry your father? Isn't it heavy?" Rhetorical utterances are utterances that are made using interrogative sentences that do not require an answer because the answer to the question has already been represented by the question.(Nirmala, 2020, pp. 33-49). The satire above is characterized by rhetorical speech. The questions asked do not need to be answered because, in the video it is clear that what his father meant was just a bolster, not a human. So, of course it can be carried and not heavy.



Figure 3. Netizen's comments about the drama

Context: The upload replied to comments from netizens who said 'the drama is not finished, Po'. The point of the drama not being finished is that Popo's behavior is too much drama to irritate other people. Then the account owner replied with a video showing himself talking to his father, he said to be careful when he wanted to go to the bathroom, because the floor was slippery.

PBS : “Tangannya mana?”

Based on the data above, the sentence was uttered by netizens with the initials PBS. He said with the aim of satirizing using rhetorical speech. The satire with rhetorical speech was delivered to satirize the account owner whose behavior was getting more eccentric. Sarcastic speech is used in everyday life to give a comment(Azura , Faizah , & Azuar, 2016, pp. 1-9). The speaker gave comments about the strangeness he saw. It was obvious that Popo was holding a bolster with a mask on it, but he said that it was his father's original. The speaker asked if it was the father why there were no hands. Sentences that contain rhetorical speech is the sentence "Where's the hand?". The sentence is included in the rhetorical speech because the question he asks he already knows the answer.

Proverb Speech



Figure 4. Comments from netizens about getting married

Context : Popo's upload replied to comments from netizens who said that the person Popo married was a statue until a comment appeared saying that it was a statue. The comment was replied to, with a video, but this time the reply was not Popo himself who said it, but someone else. The person said that it was indeed a statue, but Popo was married and got a marriage book (by showing the marriage book).

V : "Mending diem Po, banyak mulut banget deh"

Based on the data above, the sentence was uttered by a netizen with the initials V. He said a sentence with the aim of satirizing using proverbs. Proverb utterances are utterances that express doubts about one's abilities. Sentences that contain proverbs are the sentence "Mending diem Po, lots of mouths". The comment that says many mouths means talking too much.

Cynical speech can be used to express the speaker's emotions to the speech partner (Febriani & Emidar, 2019, p. 410). This utterance proves that the speaker does not like the behavior of the speech partner. The speaker wants the speech partner to be silent, don't talk too much.



Figure 5. Comments from netizens who became Popi

Context: Popo's video replied to comments from netizens who asked where Popi's face was. Then Popo replied to comments from netizens by saying that he was Popi. In the video, Popo makes himself up to become a beautiful woman..

WB : “Popo sama Popi gaada bedanya anjir, udah kaya satu orang dibelah dua”

Based on the data above, the sentence was uttered by a netizen with the initials WB. He said with satirical purposes. The satire uses proverbs. Proverbs aim to convey the contents of one's mind with language that has a figurative meaning (Hartati, 2015, pp. 255-271). The speech above uses figurative language to satirize the account owner. The figurative language lies in the sentence "Popo and Popi make no difference to anjir, it's already like one person halved." The meaning of one person divided by two is the same. The speaker deliberately satirizes with figurative language because he knows that the people who play the role are the same person so they cannot be distinguished. The satire is aimed at a video showing the account owner becoming Popo, Popi and being his father.



Figure 6. Comments from netizens about pre-wedding

Context: Popo's upload is taking a pre-wedding photo in a studio. Then he also added a photo of a man who he said was Kiros' ex-husband. Popo also said that Kiros would prefer to return with his ex-husband named Roki than with him. Popo also advised to take good care of Kiros and make him always smile.

CG : “Terserah lo aja deh Po, definisi melawan hukum alam”

Based on the data above, the sentence was uttered by a netizen with the initials CG. He said with the aim of satirizing using proverbs. The sentence included in the proverb is "It's up to you, Po, the definition is against the laws of nature". This sentence was said because in Popo's upload he was doing a photo session with a boy who was younger and smaller than him. So that there is a sentence against the law of nature.

Cynical speech is used as a form of displeasure towards other people (Grace, 2017, p. 26). The utterance shows the speaker's dislike of the speech partner. Seen in the sentence "it's up to you, Po". The speaker was annoyed because Popo made unclear content. Men should marry women but Popo married men too. Therefore, the utterance is the embodiment of the speaker's heart. Show.

Double Speech



Figure 7. Netizen comments about his parents

Context : OnThe video shows Popo, his mother and a bolster who is given a mask that is recognized as his father showing off the intimacy between his mother and father who are eating together. Then Popo showed his mother feeding his father, and Popo said that they were very romantic.

D121 : "Lama-lama satu keluarga makin makin ya"

Based on the data above, the sentence was uttered by a netizen with the initials D121. He said with the aim of satirizing using double speech. Speeches that have multiple meanings have two possibilities, they can mean more than one (Trismanto, 2018, pp. 42-48). The utterance above has two meanings. First, it means that Popo's family is unclear because Popo forced him to do something that is not clear. Second, Popo's family is no different from his because they like drama more and more. This utterance was made because the speaker was furious with the behavior of Popo's family.



Figure 8. Netizen's comments about masks

Context: Popo's video upload replies to comments from netizens regarding the previous video carrying his bolstered father. Netize said the face of Popo's father was a mask. Then Popo said that it was true his father, and his father currently had a fever.

SNHW : “Keluarganya bilang udah mengikhhlaskan, kalo ada hutang hubungi keluarga”
Based on the data above, the sentence was uttered by netizens with the initials SNHW. He said a sentence with the aim of satire using double speech. Multiple utterances usually occur because the sentences used are incomplete(Lestar, 2017, pp. 1-11). The sentence that is included in the double speech is the sentence "the family said they have let it go". There are two meanings of the phrase the family has let go, namely the family is letting go of the money, or letting Popo be.



Figure 9. Netizen's comments about her breasts

Context: The upload shows Popo holding his father behind him. He also said that his father is currently sick with a fever, and Popo will take him to the hospital (while going out the door and wearing sandals). Then one netizen commented on Popo's good looks by saying.

AN : “Mas Popo kamu ganteng banget, pokoknya oke deh, tapi kok gitu kamunya”
Based on the data above, the sentence was uttered by a netizen with the initials AN. He said with the aim of satirizing using double speech. The speech in this data is delivered to satirize the account owner whose behavior is getting more and more eccentric. The sentence that is included in the double speech is "you are very handsome, the diaper, but how come you are like that". Sentences that have more than one meaning can cause doubt or ambiguity(Novanto & Aulia , 2022, pp. 143-147). Why does that sentence have two meanings? The first meaning can be in the form of unclear behavior, the second meaning Popo is like a crazy person.

CONCLUSION

Based on the results and data analysis above, it can be concluded that the style of language used in communicating sometimes contains cynicism. Cynic language styles can occur between speakers and speech partners, as well as writers and readers. The style of language obtained in this study is a style of cynicism with markers and their functions. The researcher concluded that in this study the comments made by netizens arose due to

their anger at the account owner, resulting in words or sentences containing cynicism. Signs of cynicism spoken by netizens in Popo's tik-tok comments include rhetorical utterances, proverb utterances, and double utterances.

Suggestions from researchers for future researchers, namely, the research currently being researched is far from perfect, so the researcher hopes for future researchers to look for more guidelines so they can make a better study. The researcher hopes that future researchers will be able to explain the syncyme language style in more detail.

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