

## Conference Paper

# Sarcasm Identification of Batak Toba Culture in the *Mandok Hata* New Year Celebration

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**ORCID:**Ulya Muharrami: <https://orcid.org/0000-0002-4063-8485>**Abstract**

This research investigated the variety of language styles of sarcasm in the *Mandok Hata* New Year celebration. By analyzing the style of language, the researcher found the true meaning of an utterance in accordance with the intention of the speaker. In this research, the writer conducted the analysis of *Mandok Hata* in the New Year celebration by analyzing four videos. The use of sarcasm typically lessens and sometimes enhances the negativity inherent in a sarcastic statement. Using a realistic informal format, participants read either a sarcastic or a non-sarcastic aggressive argument between same-gendered interlocutors and rated the pragmatic goals being expressed using a range of measures taken from previous studies. The results of the study showed all five types of sarcasm could be found in the videos: contrast between a positive sentiment and a negative situation (frequency 4); contrast between a negative sentiment and a positive situation (frequency 13); contrasting connotations (frequency 1); verity negation (frequency 1); and temporal facts extraction (frequency 4). The most dominant style of sarcasm was the contrast between a negative sentiment and a positive situation.

**Keywords:** Language Style, Sarcasm, *Mandok Hata*

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## 1. Introduction

The use of language as a communication tool cannot be separated from the style of language. Language style can be defined as the way a person expresses thoughts, ideas, ideas, feelings, using words or sentences that are specifically aimed at capturing, influencing, and convincing. It can be said that the function of the use of language style, both verbally and in writing is as a reinforcement of the intention to be conveyed. The problem is, not everyone who receives a message or thought understands the true meaning of the message. Incorrect understanding of the meaning of an utterance can lead to misunderstanding or understanding. To find out the meaning of the utterances that are most close to the intention of the speaker, the interlocutor or speaker must pay attention to the characteristics of the context that supports the utterance because in

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essence the context influences the meaning of an utterance. The characteristics of the context such as, speakers, interlocutors, subjects discussed, situations and conditions, and so forth.

Style is the method used by the author in presenting ideas in accordance with the goals and effects that he wants to convey (Aminuddin, 1995). In the creation of language writing in literature, the effect is related to efforts to enrich meaning, imaginatively portraying objects and events, or providing certain emotive effects to the reader. Each author has his own style in conveying ideas into written language. The style of language possessed by each author is certainly different, according to the effect which the author wants to evoke with the style of language that he conveys. For example, if you want to get a good rating in terms of dressing, of course you have to wear good clothes, fit your body, neat, clean and so on. But if we want to get bad or bad judgment from others, we must instead dress poorly, not in accordance with the body, dirty, not neat and so forth. As revealed by Keraf (2009), that language style allows us to judge the personal character and ability of someone who uses that language. The better the style of language, the better the assessment of people against it; conversely the worse the style of language the worse the assessment of people towards it. So it can be concluded that the style of language is a way of expressing thoughts or ideas using a unique language that shows the personality and soul of the writer.

Forms of language style are abundant in everyday life, such as in advertisements, novels, poetry, theater, songs, films, video and so on. In video there are also forms of language style. Video can be defined as a cinematographic work that can function as a tool for cultural education. Although the video was originally used as a work that is traded as well as entertainment media, but in its development video is also often used as a medium of learning in the world of education. The language style in video is certainly different from the language style in advertisements, songs and others. Variations in language style can be found in speech or conversation in the video. Based on the observations the researcher found a video entitled *Mandok Hata* in New Year Celebration and this is suitable for this research. In this type of video there are variations in language styles spoken by the characters.

In the video, the conversations contain many kinds of language styles, especially the various styles of sarcasm that seem harsh but have certain meanings as an affirmation of a statement or other meanings. Therefore the writer is very interested to know the variety of language styles contained in the video's conversation. By analyzing the style of language, the writer can find out the true meaning of an utterance in accordance with the intention of the speaker.

The factor analysis meaningfully grouped the dependent variables into separate factors, one of which indexed 'victimization' and a second of which indexed 'relational aggression'. The sarcastic version was perceived as more victimizing and more relationally aggressive, contrary to the muting hypothesis. Secondary analyses demonstrated that participants perceived the negative comment of the aggressor as more humorous and less aggressive when taking the perspective of the aggressor than when taking the perspective of the victim, and that male participants reported greater use of sarcasm in everyday life, but did not produce more when given the opportunity to do so. Moreover, Colston (1997) postulates that sarcasm will serve to enhance criticism relative to a literal comment if the victim of the barb is at fault to some unfortunate state of affairs.

Sarcasm and irony have a very similar meaning related to linguistic phenomena, with the concept of meaning the opposite of what is literally expressed at its core. There is no consensus in academic research on the formal definition, both terms are non-static, depending on different factors such as context, domain and even region in some cases (Filatova, 2012). In light of the general complexity of natural language, this presents a range of challenges, from the initial dataset design and annotation to computational methods and evaluation. The difficulties lie in capturing linguistic nuances, context-dependencies and latent meaning, due to richness of dynamic variants. Sarcasm and irony as a linguistic phenomenon has been extensively studied by many researchers. Sarcasm arises from situational disparity.

## 2. Literature Review

This part reviews the theories related to the study in order to explain and give clearer understanding about the terms and the concepts used. The theoretical frameworks are presented as follows.

### 2.1. Language Style

*Majas* is often considered as a synonym of language style, but actually it is included in language style. Language style has a very broad scope. In general, *majas* is divided into four types, namely a) affirmation, b) comparison, c) contradiction, and d) satirical form. *Majas* has a pattern, so the pattern seems to limit creativity. So that the classification resulted in limitations on creativity in its use; unlike the style of language which is clearly not limited (Ratna, 2012). In short, the scope of language style is actually wider, on the contrary, the narration is narrower, so that the form is helpful for language style.

According to Ratna (2012) between style, language style, and composition, in literary works, the most important role is language style, ways of using the language medium in a specific way so that goals can be achieved to the maximum. In short, the language style includes style and form. At the level of analysis, language style, and form are objects. When a researcher analyzes various problems related to an object, stylistics is used. In other words, it is stylistics that succeeds in uncovering the nature and ways of using language as a whole.

Based on some of the previous explanations, it can be seen that language style can be understood as a way of expressing thoughts through language in a peculiar and unusual way. These characteristics can be identified and classified according to their types, as will be explained in the following section.

The style of language in this study, is focused on the use of the style of sarcasm. The style of language according to Keraf (2010) can be divided into several categories, including: (1) language style based on word choices; 2) language style based on words; (3) language style based on sentence structure, (4) language style based on the direct or indirect meaning. Keraf (2010: 136) further explains that (1) language style based on word choices is divided into three, including (a) official language style; (b) informal language style; (c) conversational style; (2) language style based on the tone contained in the discourse includes (a) simple style; (b) noble and powerful style; and (c) medium style.

Furthermore, Keraf (2010: 129-136) explains language style based on the direct or indirect meaning, can be divided into (1) rhetorical style divided into alliteration, asonance, anastrophe or inversion, anastrophe or preterisio, apostrophe, asyndeton, polysyndeton, chiasmus, ellipsis, euphemisms, litotes, hysteronproterons, pleonasm and tautology, periphrasis, prolepsis or anticipation, erotesis or rhetorical questions, silepsis and zeugma, correction or epanortosis, hyperbolic, paradoxical and oxymoron; (2) figurative language style includes equality or simile, metaphor, allegory, parable and fable, personification or prosopopoeia, allusion, eponym, epithet, synecdoche, metonymy, antonomasia, hypallage, irony, cynicism and sarcasm, satire, innuendo, antiphrasis, even or paronomasia.

The style of language in this study is focused on the use of language style based on whether or not the meaning is direct and divided into figurative language styles. In accordance with the limitations of the problem in this study, namely analyzing the style of sarcasm, which when examined precisely in the language style section there are meanings of sentences that seem harsh, cause emotional overflow and affirmation of

some words and actions so that it is interesting to be used as an alternative to dissect the film to be analyzed.

## 2.2. Style of Sarcasm

When compared to irony and cynicism, sarcasm is harsher. Sarcasm according to Keraf is a reference containing bitterness. For example: Your mouth is your Tiger and look at the giant (meaning the midget) (Keraf, 2010: 143). In other words, sarcasm contains bitterness and reproach. Sarcasm may or may not be ironic, but it is clear that this style of language will always hurt and not be pleasant to hear. The word sarcasm, derived from the Greek word sarcasm, which means tearing flesh like a dog, biting the lips in anger, or speaking with bitterness. Meanwhile, according to Joshi (2015) sarcasm is a style of language containing painful remarks. It should be remembered that sarcasm has a main characteristic, which always contains bitterness and bitter criticism, hurting the heart, and not pleasant to hear (Tarigan, 1990: 92).

Many researchers have classified sarcasm into different categories based on their knowledge and perspective. This research focus on the style of sarcasm based on disparity of sentiments. In this type of sarcasm, the text sentiment conflicts with text situation. It is further divided into five parts based on sentiment and situation. The five types are:

1. Contrast between positive sentiment and negative situation: in this type of sarcasm, there is a contrast between sentimental word and the situation that is depicted in the text. For example, "I love being dead" Or "Awesome, the flight is delayed", these examples depict negative situation or activity by using positive sentimental words.
2. Contrast between negative sentiment and positive situation: in this type of sarcasm, sentence includes negative word that describe a positive activity resulting into being sarcastic. For example, "I dislike Mumbai Indians in IPL because they often win". The negative word in above sentence is "dislike" whereas positive activity is winning the match.
3. Contrasting connotations: in this type of sarcasm, the words used in text have contrasting connotations. For example, "Rohan loves being blocked by people on social media".

4. Verity negation: it is a type of sarcasm in which the text contradicts to the fact or universal truth. For example “Sir you are on time today, may be today’s sun has risen from west”.
5. Temporal facts extraction: this is similar to verity negation but in this text contradicts to fact about an event. For example, “It was nice celebrating my birthday with you and my enemy”. Here the event is birthday celebration, contradiction is to celebrate it with your enemy.

### 2.3. Mandok Hata

*Mandok Hata* in the context of the new year means speaking in front of the whole gathering of families, about thanksgiving, thank you, apologizing for the mistakes made for a year, to the guts or frustration and disappointment that has long been buried and everyone must speak. Usually the youngsters or children will first get a turn to speak because generally only a few words are conveyed. While the elders are as they speak more. Everyone who gathers there has to talk, while there are no fixed rules about the time limit for speaking, no wonder this event is extraordinary. *Mandok Hata* means that everyone can say whatever is on their minds and hearts. For young people today the *Mandok Hata* tradition is one of the most worrying and least anticipated moments. Some even consider it a scourge and try to find various reasons so as not to join this one event. But the power of that thing will not be possible, because the threat of parents is more frightening. Joining *Mandok Hata* is obligatory.

## 3. Research Method

In conducting this study, descriptive qualitative research was used. Bogdan (1992) states that qualitative research is a type of social science research that collects and works with non-numerical data and that seeks to interpret meaning from these data that help understand social life through the study of targeted populations or places. It means that the data analysis of this study would be described or explained in text form.

Qualitative research is a research that is rooted in natural setting as wholeness, relying on inductive data analysis, leading to theoretical discovery, and more concerned with process. Qualitative research is very relevant to be used in this study, because researchers have their own considerations, namely the formulation of the problem. For this reason, this research uses qualitative method as a procedure that produces

descriptive data in the form of written or oral words from people and observable behavior.

The data of this study were the videos from youtube. The researcher listened to the dialogues and wrote them down in the forms of the transcriptions. The data sources of this research were the speakers in the video. It was chosen randomly. Random sampling is data collection in which every person in the population has a chance of being selected which is known in advance.

In collecting the data, the researcher used some techniques. In most qualitative studies, data collecting and data analysis take place simultaneously. In this research, the qualitative data were collected by observation to analyze the sarcasm in the videos.

The techniques of analyzing data were through several steps:

1. Watching the videos to find out the types of sarcasm.
2. Making the transcripts of all the dialogues in Indonesian language.
3. Identifying the sentences from dialogue to find out all the types of sarcasm.
4. Describing all the types of sarcasm.

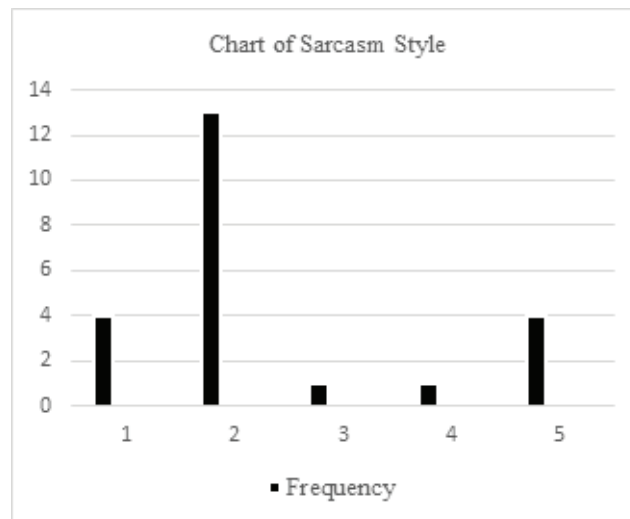
## 4. Result and Discussion

### 4.1. Result

The results of the analysis are presented here. The data are collected and then analyzed. There are four videos recorded.

TABLE 1

No.	Styles of Sarcasm	Frequency
1	Contrast between positive sentiment and negative situation	4
2	Contrast between negative sentiment and positive situation	13
3	Contrasting connotations	1
4	Verity negation	1
5	Temporal facts extraction	4



From the table 1, it is seen that all of the types of sarcasm occur in the videos. All five types of sarcasm can be found in the video, such as contrast between positive sentiment and negative sentiment (frequency 4), contrast between negative sentiment and positive situation (frequency 13), contrasting connotations (frequency 1), verity negation (frequency 1), and temporal facts extraction (frequency 4). The most dominant style of sarcasm is contrast between negative sentiment and positive situation. Answer to Research Questions Two

The use of sarcasm on *Mandok Hata* Video is to obtain certain meanings for the listener or the receiver. The reason why sarcasm occurs in *Mandok Hata* for New Year Celebration is that the speaker or the elder does not directly says what he wants to say, but even if yes, he still uses the negative word to give the sense of pressure to the listener.

## 4.2. Discussion

Based on the findings, there are 23 forms of sarcasm in the objects of research. 23 covering contrast between negative sentiment and positive situation, contrast between positive sentiment and negative situation, contrasting connotation, and temporal facts extractions. Sarcasm arises from social context. People send message or advice through sarcasm. However, everyone should know that this tradition, *Mandok Hata*, has great values and norms and should be seen positively. Sarcasm applied in this tradition does mean to hurt others; on the other hand applied to speak straightforwardly. There is no hidden motive; all is transparent.



## 5. Conclusion

There are points of sarcasm in *Mandok Hata* in New Year Celebration such as contrast between positive sentiment and negative sentiment, contrast between negative sentiment and positive situation, contrasting connotations, verity negation, and temporal facts extraction, all of which are meant to teach people to speak straightforwardly as honesty is of a moral value which is to be highlighted and preserved.

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## Appendices

<https://www.youtube.com/watch?v=9v36yINTB88&t=321s>

<https://youtu.be/7mh4nHAVysk>

<https://www.youtube.com/watch?v=9v36yINTB88&t=321s>

[https://youtu.be/EJb-8R\\_PcWA](https://youtu.be/EJb-8R_PcWA)

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