

## ABSTRACT

**Adawiyah, Dewi Robiatul**, 20882011a225945 Characteristics of satire Netizen Comments on Lucinta Luna's Instagram Account Pragmatic Perspective. Supervisor 1; E.A.A Nurhayati, M.Hum Supervisor 2; Hodairiyah, M. Li. Thesis, Indonesian Language and Literature Education Study Program, STKIP PGRI Sumenep, 2024

Lucinta Luna is one of the artists who is transgender. There are many dramas that he did just to make him famous, including wedding dramas, pregnancy dramas, miscarriage dramas and widow dramas, which he did from October 2023 until today. Lucinta's uploads received lots of comments from netizens. Both negative comments and negative comments. The negative comments on Lucinta Luna's uploads are generally satirical in nature, both harsh satire, very harsh satire and satire interspersed with jokes. So this research aims to find out; (1) characteristics of the cynical satire of netizens' comments on Lucinta Luna's Instagram account, (2) characteristics of satire and irony of netizens' comments on Lucinta Luna's Instagram account, (3) characteristics of satire and irony of netizens' comments on Lucinta Luna's Instagram account.

The method used in this research is a qualitative descriptive method using pragmatic theory, with a case study type of research. The data used in this research is in the form of spoken words and sentences from the comments column of netizens on Lucinta Luna's Instagram account. Data collection for this research was carried out using the free-to-engage listening method by observing photos and videos and recording comments by taking screenshots. Next, the comments were analyzed using the pragmatic equivalent method with the determining element selection (PUP) technique.

The research results that were found in the satirical comments of netizens on Lucinta Luna's Instagram account, obtained research results in the form of satirical words and sentences. The characteristics of satirical comments from netizens on Lucinta Luna's Instagram account can be classified into 30 data of satirical comments from netizens on Lucinta Luna's Instagram account which are divided into three problem formulations, including (1) 10 data of cynical allusions were found (2) 10 data of satirical allusions were found (3 ) ironic allusion data found 10 data.

**Keywords:** Pragmatics, Satire, Instagram, Lucinta Luna.