

## ABSTRACT

**Setiawan, Hengky.** 20882011A225959 Cynicism and Satire: Case Study of Netizen Comments on Indraakenzz's Tiktok Account. Supervisor 1; Hodairiyah, M. Li Supervisor 2; Dr. Asmoni, M.Pd. Thesis, Indonesian Language and Literature Education Study Program, STKIP PGRI Sumenep, 2024

Indra Kenz is an Indonesian tiktoker who has quite a lot of followers because he always shows off his wealth in his tiktok videos. In 2022, Indra Kenz will be imprisoned due to a case of fraud under the guise of trading binary options via the Binomo application and money laundering. Evidence of criminal proceeds in the Binomo case was confiscated for the State and was not returned to the victim. Indra Kenz uploaded a video on his TikTok accompanied by a caption and a statement in the video, inviting netizens to continue making comments that were intended to ridicule one of the TikTok artists. Many of the comments on Indra Kenz's TikTok account contain insults that are harsher than irony (cynicism), some are joking and accompanied by ridicule (satire). So this research aims to find out; (1) Forms of cynical and satirical language styles in netizens' comments on Indra Kenz's TikTok account, (2) the purpose of using cynical and satirical language styles in netizens' comments on Indra Kenz's TikTok account.

The method used in this research is a qualitative descriptive method using stylistic 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 the Tiktok Indra Kenz account. Data collection for this research was carried out using the method of observing and taking notes. The author pays serious attention to every word or utterance in the comments column. Then, note down all the comments found by netizens on the tiktok account @indraakenz which contain cynical and satirical language styles.

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 Indra Kenz's Tiktok account, the research results were in the form of satirical words and sentences. The linguistic styles of cynicism and satire in netizen comments on Indra Kenz's Tiktok account are divided into 9 cynicism data and 5 satire data. The purpose of using cynical and satirical language styles in netizens' comments on Indra Kenz's Tiktok account is divided into 5 satirical data, 5 criticizing data, 5 mocking data, and 5 sarcastic and mocking data. So there are 11 cynicism data and 9 satire data.

**Keywords: Stylistics, Satire, Tiktok, Indra Kenz.**