

## ABSTRAK

Penelitian ini bertujuan mengkaji fenomena humor politik mengenai pilpres 2019 yang terdapat dalam akun *instagram* @komikkita. Akun tersebut telah memiliki pengikut lebih dari 70.000 dengan unggahan lebih dari 600. Fokus penelitian ini yaitu mengkaji jenis humor politik, penciptaan humor politik, dan fungsi humor politik yang diunggah akun tersebut mengenai pilpres 2019. Tahapan penelitian ini yaitu pengumpulan data, analisis data, dan penyajian hasil analisis. Data yang dicatat dari akun *instagram* tersebut hanya tentang pilpres 2019. Selanjutnya data dianalisis menggunakan teori humor politik yang dikemukakan Raskin (1985), prinsip kesopanan oleh Leech (1993), parameter pragmatik oleh Brown dan Levinson (1978), serta fungsi bahasa oleh Halliday (1975) dan Sudaryanto (1990). Penyajian hasil analisis menggunakan metode formal dan informal. Hasil penelitian menunjukkan bahwa terdapat dua jenis humor politik, yaitu *denigration joke* dan *exposure joke*. Pada jenis pertama ditemukan humor politik yang mengkritisi tokoh politik, kelompok politik, dan slogan politik. Sedangkan pada jenis kedua ditemukan humor politik yang mengkritisi masalah korupsi, ekonomi, lapangan kerja, pembangunan, dan penggusuran. Dalam penciptaan humor politik ditemukan adanya perlawanan *script* yang memanfaatkan permainan kata dan aspek pragmatik. Permainan kata yang ditemukan memanfaatkan aspek ortografis, aspek fonologis meliputi persesuaian dan substitusi bunyi, lalu polisemi, antonim, homonimi berupa akronim, lirik lagu, dan pantun. Selanjutnya dalam aspek pragmatik ditemukan penyimpangan terhadap prinsip kesopanan, parameter pragmatik, dan prinsip kerja sama. Prinsip kesopanan yang mengalami penyimpangan meliputi maksim maksim kebijaksanaan, maksim kemurahan, maksim penerimaan, maksim kerendahan hati, maksim kecocokan, dan maksim kesimpatian. Kemudian penyimpangan parameter pragmatik yang ditemukan meliputi jarak sosial, status sosial, dan kedudukan tindak tutur. Sedangkan prinsip kerja sama yang mengalami penyimpangan meliputi maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim pelaksanaan. Terakhir, fungsi humor politik yang ditemukan yaitu fungsi bercanda, fungsi menyindir, fungsi mengkritik, fungsi memberikan informasi, fungsi menyatakan kesetujuan, fungsi menyatakan ketidaksetujuan, fungsi klarifikasi, dan fungsi memerintah.

**Kata kunci : humor politik, jenis, pragmatik, fungsi, pilpres**

## ABSTRACT

This study aims to examine the political humor phenomenon regarding the 2019 presidential election contained in the @komikkita Instagram account. The account has more than 70,000 followers with more than 600 posts. The focus of this study is to examine the types of political humor, the creation of political humor, and the function of political humor uploaded by the account regarding the 2019 presidential election. The steps of this study are data collection, data analysis, and presentation of the results of the analysis. Data recorded from the Instagram account are only about the 2019 presidential election. Furthermore, the data is analyzed using political humor theory proposed by Raskin (1985), the principle of modesty by Leech (1993), pragmatic parameters by Brown and Levinson (1978), and language functions by Halliday (1975) and Sudaryanto (1990). The presentation of the results is using formal and informal methods. The results shows that there are two types of political humor, namely denigration joke and exposure joke. In the first type, it is found that there is political humor that criticized political figures, political groups, and political slogans. Meanwhile, in the second type there is political humor which criticized the problems of corruption, economy, employment, development and eviction. In the creation of political humor, it is found that there are scripts resistance that used some changing words (play on words) and pragmatic aspects. The word changing found are utilizing the orthographic aspects and phonological aspects including the sound matching and substitution, poly-semi, antonym, homonym in the form of acronyms, song lyric, and rhymes. Furthermore, in the pragmatic aspect, it is found that the humor is breaching principle of politeness, pragmatic parameters, and the cooperative principle. The principle of modesty that experiences deviation includes the maxim of wisdom, the maxim of mercy, the maxim of acceptance, the maxim of humility, the maxim of compatibility, and the maxim of conclusions. Then the pragmatic parameter deviations found include social distance, social status, and position of speech acts. Meanwhile the cooperative principle that is breached includes the maxim of quantity, maxim of quality, maxim of relevance, and maxim of implementation. Finally, the function of political humor found is the function of joking, the function of sarcasm, the function of criticizing, the function of providing information, the function of expressing consent, the function of expressing disagreement, the function of clarification, and the function of governing.

**Keywords:** political humor, type, pragmatics, function, presidential election