

# Insulting Act in Talk Show “Coklat Kita Humor Sufi”

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**Abstract**— With so many acts displayed on social media, people are forced to choose wisely on things. It is truly necessary to avoid hate speech and condemnation in a talk or conversation. This research is aimed to find expressive speech acts in the form of insult in a talk show titled “Coklat Kita Humor Sufi”. This is a descriptive-qualitative research with purposive sampling technique. The result of this study found 7 acts of insult in the form of mocking (85.7%) and investigating (14.28%).

**Keywords**— expressive speech, insulting act, talk show, information technology.

## I. INTRODUCTION

Information technology has become a daily necessity for many people. Therefore something far becomes close and something that is difficult becomes easy. The exchange of information which was originally available to just a small fraction of people has now been largely enjoyed by everybody. Something so broad is somehow folded into small piece with the presence of social media. (Ramadhan and Sri 2017) found that information technology has an impact on user convenience.

The role of information technology such as mobile phones and laptops is vital nowadays. This result in both good and bad impact. (Abidin and Riski 2019) provides an overview of the impact of television on adolescents. Television has been grabbing attention of teenagers at home. This phenomenon reinforces the fact that the role of information technology is very large.

We often encounter various expressions of condemnation in social media. (Vera 2016) explains there has been a decadence in communication ethics in social media. This occurred due to negative propaganda that has been issued using fake accounts. There has been also expressions of praise in social media. Both of these things are the two side of the same coin that inevitably exist in life. Nonetheless, it is necessary to undergo filtering and modification of words..

The most desirable form of content or information in social media is audio visual or video. (Alfayanti, Sarwiji, and Retno 2016) has proven that the use of audio-visual media in the form of video attract more attention in BIPA (Indonesian Language for Foreign Speakers) learning. The most preferable video publisher is currently YouTube. Youtube displays various contents that attract so many people. From the large number of videos on YouTube, author is interested in analyzing one of popular content there. This research will focus on a Youtube video in the form of talk show titled "Coklat Kita Humor Sufi" hosted by Candra Malik and Prie GS.

This talk show is favored by young people especially college students. This talk show is popular because even though it contains jokes, it is also provide educational value. The measurement (Noor 2018) suggests that in assessing the quality of information, it should be done by looking at the reputation of the person responsible for the information content, the relevance of the information content, and the representation of information. The good and the bad of a talk can be seen from various aspects. One of them is through the speech phrases. In this study, author will try to uncover the insulting phrases made in the talk show.

Hate speech is increasingly prevalent on social media. (Mwadime et al. 2020) suggests to resist hate speech by asking for compensation. This is because hate speech is a harmful behavior and is considered as criminal behavior that can be legally punished. The act of insulting was found in the talk show based on expressive speech acts carried out during the show.

Speech act was introduced by Austin (1962: 91) with performative speech. Performative test is done to be socially acceptable. Yule (1996: 47) defines speech acts more clearly as the delivery of actions by speech. An action can be represented by words that are accompanied by other roles.

(Defina 2018) conducted research on expressive speech acts on children. The study found expressive speech acts in the form of blaming were more dominant than positive expressive speech acts. Accordingly, Cruse (2000: 342) views expressive speech act as an expression of attitude. Attitudes can be conveyed through utterances accompanied by other reinforcing aspects in order to produce expressive speech acts.

Insulting acts carried out in the talk show is a small illustration that any content or information really must be sorted properly. The good and bad of each content can be measured. (Afiif, Turahmat, and Oktarina 2018) conducted an assessment of the quality of Sujiwo Tejo's content in an art performance. The results showed a good quality in the content delivered by Sujiwo Tejo. This research was conducted to uncover expressive speech acts in the form of insulting act in the talk show "Coklat Kita Humor Sufi".

## II. RESEARCH DESIGN

Descriptive-qualitative is the method used in this research. Investigating and conducting meanings related to the problem in question in this study is considered as descriptive-qualitative. Cresswell (2018: 4) explained that qualitative approach must take the form of investigation and understanding the social problem. Data collection is done by

conversation taping. Mahsun (2012: 93) explained that there are two kinds of data collection in linguistic research, namely *authorized conversation taping* and *free conversation taping*. Data analysis was performed using flow chart techniques. Miles and Huberman (1992: 20) described flowing chart technique in qualitative research is carried out by data reduction, data display, and drawing conclusion.

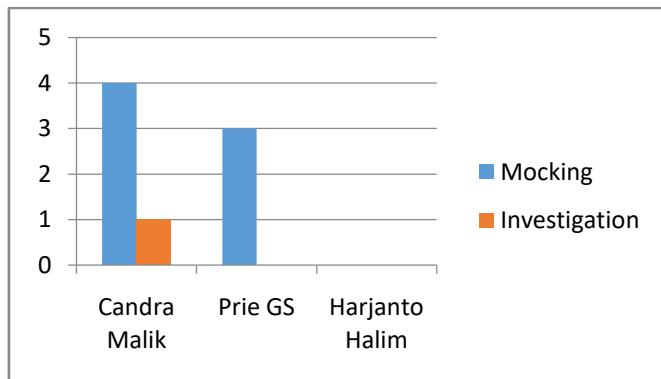
### III. RESULT AND DISCUSSION

Within 45 minutes video, author found seven lines of insulting speech. These kind of speeches were not found too many because we only focused on insulting sentence. Many other forms of speech were found in the video, but we wish to reveal the contradictions of this video with its own genre. The insulting speech occurred because of unconscious or even inability of the speaker to respond. This insulting speech is certainly avoided by the speaker at the talk show, but sometimes the situation forced these insulting speech to come out as a form of their response.

Table 1 Distribution of insulting speech

No.	Form of insult	Number	%
1	Mocking	6	85,71
2	Investigating	1	14,28
	Total	7	100

Figure 1 Distribusi of insulting speech by the host of the talk show



Expressive insulting acts are speech acts that contain statements that possibly insult the talking partner. Expressive insults were found in two forms, namely mocking and investigating. Expressive insulting acts both mocking and investigating can be seen based on the psychological situation of the speaker to the talking partner, purpose, expression, and delivery style. Mocking acts was carried out by Candra as much as four lines and Prie as much as three lines. Investigating act was only carried out by Candra once.

#### 3.1 Mocking

(1) PrieGS :*Batinituvariabelnyalebihkompleksgusya, kalaufisikkanhanyaasamlambung, asamurat, asam amino. Kalaubatinkanyabayarlistrik, bayarledeng, BPJS, rumitvariabelnya.*

CandraMalik :*Tapi, paling penyakitnyasampeankandemamberdarah, penyakitkere.* (KD:1)

(1) PrieGS :The mind has more complex variable, right, if it's physical it would be just stomach acid, uric acid, amino acids. If you think about paying for electricity, paying for plumbing or BPJS, the variables are complicated.

CandraMalik :**But, at most, you'd probably get dengue fever, a disease of the poor.** (KD:1)

This talking occurred on the situation where Candra asked to Prie about how he doing, then Prie answered, and then Prie explained the reason for the answer. Prie explained that mental health variables are more complex than physical health. Physical health is explained only with regard to stomach acid, rheumatics, and so forth. Meanwhile mental health variables include paying for electricity, plumbing, BPJS (Health Insurance Provider), and other complicated variables.

Prie's explanation of physical health variable was mocked by Candra, stating that disease which could possibly attacked Prie is limited to dengue fever. Dengue fever is considered as a disease of poor people or people from lower economic class. This mocking tendency can be seen from the intonation which is underestimating and the use of diction "kere" (the poor).

(2) PrieGS :*Sangat, kalaukitakeluargasakinah. Istrikukansosialita.*

CandraMalik :*Sosialitaitutasnyaharusmahal lo, istrinya mas Priekemana-manabawakresekkok.* (KD:2)

(2) PrieGS :Definitely. We were a harmonious family. My wife is a socialite.

CandraMalik :**The socialite must have expensive bag, but your wife, Prie, takes grocery bag everywhere.** (KD:2)

When Prie explained the situation of husband being left by his wife that can make bad impact on the husband. Prie replied that he will be so much affected if his wife left him. Because Prie consider his family as a "harmonious" family and supported by his wife socialite life. In that situation Candra responded mockingly by stating "The socialite must have expensive bag, but your wife, Prie, take grocery bag everywhere."

Candra's response is a form of mocking. The speech was delivered with a rising intonation and voice being sung. This showed the reproachful expression carried out by Candra Malik. The choice of diction is strengthened by intonation and voice, making Candra Malik's response an expressive reproach of mocking.

(3) *CandraMalik :Mboksayadikenalkan mas,*

*PrieGS :Nek kamupastingemplang.Akumemainkanitu, meskisebetulnyasyartanyapanjang.Karenagelombangit uharusberisiasketingseuruhnya. (KD:3)*

(3) *CandraMalik :Please introduce me, Bro.*

**PrieGS :You would definitely snitch the money.I** played that, but it was a hard game. Because you have to be totally ascended. (KD:3)

The situation is when Candra asked to Prie to be introduced to his colleagues. Candra asked to be introduced to them because Prie's colleagues likes to provide assistance in the form of money loans. So many people believed in Prie that many people are willing to queue to help Prie's financial problems.

Mocking speech was found in Prie's response to Candra's request. Speech "You would snitch" is a form of mocking. The speech was accompanied by heightened intonation and cornering expressions with a sidelong glance and lifted chin which definitely shows expressions of insult.

(4) *Candra Malik : Mbok ya kami disponsori*

*Prie GS : Kemiskinan itu arahnya selalu jelasya, (KD:5)*

(4) *Candra Malik : Please give us sponsor.*

**Prie GS : Poverty always has obvious direction,hasn't it?(KD:5)**

In the 4th situation Candra again asking for a request as in KD3. This time Candra asked his request to Harjanto. Candra asked to be given sponsorship or financial assistance. Requests for assistance were directed at Harjanto since he had been successful and had a large company.

Candra's request to Harjanto was responded by Prie. He said, "Poverty always has obvious direction." This response conveyed by Prie is an expressive mockery. The speech was delivered with disparaging intonation, cornering eyes and ended with laughter. This shows that the response made by Prie is a form of mockery.

(5) *HarjantoHalim :Ditelefon mas Prie. Di smsdulu.Sayandaktahukokndakpernah di WA.*

*CandraMalik :Wong HP pinjemistrinya. (KD:6)*

(5) *HarjantoHalim :Prie called me. He texted me first. But he never send me WhatsApp message.*

**CandraMalik :He doesn't even have a cellphone that he has to borrow his wife's phone.(KD:6)**

The situation is when Harjanto explained that he was confused about why Prie did not give invitations or information via WA (Whats App), but via sms or telephone instead. Harjanto's testimony made Candra respond to Harjanto's question. That situation has driven Candra to insult

Prie..

Candra insulted by saying, "He doesn't even have a cellphone that he has to borrow his wife's phone," which is addressed to Prie. This speech was conveyed to Harjanto but it was directed at Prie. The speech was followed by harrasing gaze and ended with laughter as a reinforcement of the insult delivered to Prie..

(6) *CandraMalik :Pendidikansesuidenganbidangpekerjaansekarang. Sayapunyatemenlagi.Sekolahnyaekonomijadipeniupte rompetek mas.*

*PrieGS :Jangankatemenkamu, kamuitusudahproduksalah (KD:7)*

(6) *Candra Malik: ... education was linear with the job. I also have another friend. He took economy in college, but now he become trumpet blower for living.*

**PrieGS :Don't bother talking about your friends. You yourself are a failure.(KD:7)**

In discussion on education Candra concluded that educational outcome must be in accordance with the field of work. This conclusion made him reproach his colleague who went to school majoring in economics but his current job is a trumpeter. Candra's speech is an expressive act of mockery which is reinforced by the glances of the eyes and body directed at his talking partner. The choice of diction is very clear as a form of mockery reinforced by glances and ended with laughter.

This insult by Candra has made the talk show noisy with laughter. The audience's laughter was followed by Prie's response. He said, "Don't bother talking about your friends. You yourself are a failure," this is a reply to Candra's insult. This insult was followed by even more noisy laughter from the audience and also the other speaker. Prie pointed out his finger to Candra and make the insult even more intense.

### 3.2 Menyelidiki

(7) *HarjantoHalim : yang ngundang mas Prie. Tapisebenarnya orang kaya, semakin kaya semakinndaksibuk.*

*CandraMalik :Oogitu, jadikitainibelom kaya. Bikin program terus.Sibukterus.*

*HarjantoHalim : Dari tadisayajugabatingitu. (KD:4)*

(7) *HarjantoHalim : Prie is the one who invited me. But he is actually rich.The more he getting rich, the less busy he become.*

**CandraMalik :I see.So, we're not rich yet. We keep making programs. We're always busy.**

*HarjantoHalim :That's what I thought. (KD:4)*

Harjanto explained that a rich person is actually someone who is getting less busy. This explanation is in

response to the situation in the talk show. This made Candra aware that definition of one's wealth is seen from his preoccupation. Candra realized this by saying, "I see. So, we're not rich yet. We keep making programs. We're always busy."

In that speech Candra conducted an inquiry to Harjanto about his explanation. This act of investigating was strengthened by facial expressions seen on his forehead and change in his sitting position. The expressive affirmation strengthens the expressive speech act of investigating conducted by Candra to Harjanto.

#### IV. CONCLUSION

The conclusion from this study is that every utterance will certainly produce an act of insult. From some the data we found two kinds of expressive insult, namely mocking and investigating. Of the two types of expressive insult, mocking act dominate in as much as 85.71% and investigating act is only at 14.28%. So in the talk show "Coklat Kita Humor Sufi" insulting acts in the form of mocking and investigating were conducted by the hosts and guest star.

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