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Indonesian Netizens Expressions Potentially Satire with the COVID-19 Pandemic on Social Media Facebook: A Digital Ethnoliteration Research

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Abstract--Since the COVID-19 pandemic, a lot of information is more likely to be conveyed by netizens through social media, especially Facebook. The information in question sometimes contains potentially satirical expressions. In this regard, the purpose of this study is to describe the expressions of Indonesian netizens that have the potential to be satire that cannot be separated from the topic of the COVID-19 pandemic. This research is qualitative research with a descriptive presentation method. Research data is sourced from social media Facebook, while research data is in words, phrases, and or sentences in the form of exposed expressions. The research data collection technique applies digital exploration techniques, namely exploring and examining several statuses in expressions published on Facebook social media. The data that is considered relevant to the purpose of the research is then documented by taking a screen capture or screenshot. The data were analyzed by applying pragmasemantic techniques. The results showed that the expressions with the potential to be satirical were found with satire irony, sarcasm, innuendo, cynicism, and satire. The five types of satire are

summarized as findings stated in the proposition, namely, potentially satire expressions or satire expressions.

Keywords--COVID-19, expressions, Indonesian citizens, propositions, satire, statements.

Introduction

The era of digitalization is marked by the increasingly stringent use of information and communication technology. Almost all areas of life are controlled by digital. It cannot be denied by all citizens, including Indonesian citizens themselves. Indonesian citizens, especially netizens, are more likely to use social media-based communication information technology, especially Facebook, in conveying news. This has become a communication tradition in all circles, from teenagers to adults, even underage children who are considered unfit to use social media (Ibrohim & Budi, 2018; Kaya & Bicen, 2016).

This study discusses the expressions of Indonesian netizens that are considered potentially satire by focusing on a specific topic, namely regarding the COVID-19 pandemic. In fact, since the peak of the COVID-19 pandemic, various expressions have appeared that seem to contain satire, both satire that is conveyed in the form of mild language and harsh language. Through an initial interview study conducted by researchers, most netizens stated that the primary purpose of issuing these satire expressions was to give criticism.

Indonesian netizens further stated that the expressions that were issued were weapons and power to convince the people who were targeted. This is in line with Olimat (2020), which was used as the main title of his article "Words as Powerful Weapons: Dysphemism in Trump's COVID-19 Speeches". Therefore, even though this expression has the potential to be satire, Indonesian netizens have a particular purpose, namely so that the object of the expression has an awareness of the situation, especially during the COVID-19 pandemic.

This research involves the study of digital ethnoliteracy. Digital ethnoliteracy collaborates three fields, namely ethnography, literacy, and digital. First, the word 'ethno' refers to ethnography related to the state of an environment or community culture in an area (Muhsyanur, 2018). In this study, the target ethnography is the culture of Indonesian citizens in using information technology communication based on social media Facebook. Second, the word 'literacy' relates to understanding the text. The text in question is undoubtedly related to language (Snow, 1983; Medwell & Wray, 2013; Heath & Street, 2008). Third, the word 'digital' refers to the use of information and communication technology channels. Gere (2009), that the digital era is also called the era of modern society.

Language, information communication technology, and Facebook social media

Language has a significant 'borderless' role in everyday life for people. Language does not only act as a means of communication. Language has a role like clothing

for every human being worldwide (Fought, 2006). In carrying out life in association, both associating individually or between individuals and in groups, language is needed as an introduction. Without language, the world would be paralyzed. Without language, life will not take place actively. Without language, communication and interaction will not proceed. Not only the COVID-19 pandemic can paralyze activities such as the last five months, but also the absence of language. This is because language is a necessity of life (Holiday, 2020), and (Newmark & Reibel, 1968), and (Martinon, 2018), while the COVID-19 pandemic is something that is feared and is expected to pass quickly (Ytre-Arne & Moe, 2021), and (Lăzăroiu & Adams, 2020).

As is known, COVID-19 stands for Corona Virus Disease, which first attacked the city of Wuhan, the capital of Hubei Province, Tokyo, at the end of 2019 (Yin et al., 2020; Zhang et al., 2020), and (Nueangnong et al., 2020). COVID-19, or Corona Virus, is a dangerous, scary, and disturbing virus (Hoque et al., 2020), and (Bourhia et al., 2020). Coronavirus not only makes people sick when infected but has claimed many lives. As reported in one of the network-based or online media, Kompas.com (2020), until now, dated May 26, 2020, the number of COVID-19 patients who died was 1,418 people. Based on the circulating issues, the Coronavirus is one of the viruses that has not found a patent or permanent cure, both modern drugs (chemical substances) and herbal medicines. However, only consuming mixed plants to serve as an antidote or to increase endurance in addition to lots of exercises by sunbathing at certain times.

Language is a necessity of life; then, in essence, there is no life without language. Language as a way to gain power. This means that language can be used as the primary tool for interacting in various ways, including establishing social relationships in society. This is alluded to by Fairclough (2001), in his book entitled "Language and Power: Language in Social Life". In the book, much is mentioned about the role of language in people's lives, namely language as a source of life. Therefore, according to Syafruddin et al. (2021), language has a role as a tool of social interaction in various sectors of human life.

Another proof that language has an important role is the independence achieved by the Indonesian people from the colonialists. This, of course, cannot be separated from language. The language that connects one fighter with other Indonesian fighters. In this case, the language unites different opinions to form a brilliant idea until finally the colonizers can be conquered and surrender. Thus, there is nothing wrong with being 'right' if the title of the book written by Norman Fairclough is developed into a statement that language is a source of power and strength.

Language can be used both in spoken and written form (Jones, 2005; Jazadi, 2015). The form of language in spoken form is in the form of conversation, while in written form, it is a set of sentences or discourses presented in the media, such as newspapers, books, and so on. Each form of language has a purpose in a message to be conveyed to the reader or listener (the interlocutor). The target use of language is extensive. In addition, the process of using language can be found in various places and any situation. For example, in the market in a situation where the price of goods is bargained between the seller and the buyer, at the

terminal in a question-and-answer situation for the trip between the driver or conductor and the prospective passenger, on WhatsApp media in a private conversation or group discussion, and so on.

Language is often used in line with the times or line with the occurrence of something in people's lives. Language is sometimes used as a supporting tool to make something viral (Hie et al., 2021). Language is often used to attack certain parties (Giavazzi et al., 2020; Epstein, 1975), by using satirical language that 'as if' leads to negative things and not even a little to weaken certain parties (Jackson & Williams, 2019; Burke & Shafto, 2004). As mentioned, the use of language is often also used by certain people or people who have a specific purpose.

In addition, not a few languages are also used just to express emotions or hopes and feelings. Therefore, Clark (1996); Miller (1976), states that language can be interpreted as a representation of one's character. Because, in essence, language is realized based on the impulse of hope and taste. This shows that language cannot be separated from psychology. That is the process of realizing language through psychology, especially in human thought. Hidayat (2015), Wilhelm van Humboldt, a German scholar, emphasizes the dependence of human thought on language. This is in line with the statement of Syafruddin et al. (2021), that speaking, in this case, language is a manifestation of the expression of one's thoughts and feelings.

In the era of disruption, which is marked by being completely digital as it is today, since the 1980s, language is also widely found in digital-based media, such as on social media Facebook. This is the impact of developments and the role of information and communication technology in managing messages (Shortis, 2001; Unwin & Unwin, 2009; Plomp et al., 2009). Since the COVID-19 pandemic, since then, there have been many uses of language in the form of expressions. An expression is a set of words or a combination of words that forms a statement that has a special meaning (Ben-Dor et al., 1999; Scanlon, 1972; Wellington, 1979; Collier & Collier, 2014). On a page, Servicepublik. id (2019), it is explained that the phrase is often heard in everyday conversation. Not only in conversation but also in various writings in the mass media.

Expressions are generally statemented a person uses in certain situations and are addressed to certain parties (even though the specific parties referred to are not transparent or vague). Expressions are sometimes issued to symbolize something (Langer, 2009; Derrida, 1973; Gherardi, 1995; Spivey & Abrial, 1992), and (Guénon, 2001), as many researchers have found recently, especially the expressions presented on Facebook social media with the topic of the COVID-19 pandemic. More phrases are narrated or expressed through social media. This is because social media is considered to be read faster by many people (Brogan, 2010; Gaber & Wright, 2014), and (Vorderer et al., 2016).

According to Hanafi & Yasir (2016); Pérez-Sabater (2012), and Waters et al. (2009), Facebook is a social networking website that directs users to join communities such as cities, workplaces, campuses, and regions to connect and interact with other people. A Facebook-like website offers many facilities to its users, such as a page for displaying profiles, displaying photos and videos, and a

page for chatting and other facilities. [Mujahidah \(2013\)](#), Facebook has become one of the favorite means of communication by almost and even all people worldwide, including in Indonesia. In recent years, the use of Facebook has increasingly shown a significant increase [\(Aydin, 2020\)](#), and [\(Kim et al., 2016\)](#).

Based on its intended use, Facebook is one of several network-based media that can be used as a means to greet each other. In this case, as a medium for communicating or interacting virtually through the messenger facility or the status page provided. In addition, Facebook can display images in the form of photos or recordings in the form of videos, and can also be used as a medium to display the results of thoughts, such as opinions, stories, and even to simply display expressions in the form of certain statements as status [\(Davenport et al., 2014; Chunly, 2020\)](#).

Based on the statement above, Facebook can also be referred to as a "social wall magazine" or an online-based social wall magazine [\(Miller, 2011\)](#), and [\(Kirkpatrick, 2011\)](#), because every status displayed on Facebook media can be seen and read by the public. This means that everything exposed on Facebook media can not only be seen and read by friends registered on the friends list. But, it can also be seen and read by friends, friends or in other words, also other people or everyone in general. This shows the existence of Facebook as a social media.

In line with this research, the type of expression found and published on Facebook social media since the COVID-19 pandemic is an expression in the form of satire. Satire in the field of linguistics is one of the types of figure of speech. [Zaimar \(2002\)](#), suggests that figurative language is often considered a synonym of language style, but the figure of speech itself is included in language style. Everyone is speaking has a different style of language. The use of a language style that is unique to everyone is one of the characteristics of conveying a speech or an expression. Therefore, language style is part of rhetoric related to style, which is related to the ability and expertise to empower language with various speech or expression variations.

As a figure of speech, satire is a combination of words or sentences that form a set of expressions that contain a certain message, with a distinctive language, and are addressed to certain parties or are just expressions [\(Pollard, 2017; Hodgart, 1969; Hight, 2015\)](#), and [\(Knight, 2004\)](#). [Kumalasari \(2020\)](#), satire figure of speech is a style of language used to express a specific intention by utilizing words or phrases that are generally satirical and aim to strengthen the meaning in the sentence. In addition, [Rani \(2018\)](#), also suggests that satire is a figure of speech in the form of expressions and contains information in the form of messages to be readily accepted by the person in question. Satire's figure of speech consists of 5 (five) types: irony, sarcasm, cynicism, satire, and innuendo.

Method

This research is a descriptive qualitative research based on social media. Descriptive qualitative research is used to observe a natural condition [\(Lambert & Lambert, 2012; Elliott & Timulak, 2005; Koh & Owen, 2000\)](#). The data was

obtained from several Facebook, while the type of data was in the form of words, phrases, or sentences in expressions that were published on the Facebook status page. The data collection technique is experimental. Exploration technique is a technique by exploring and reading several Facebook statuses. Any data found and deemed relevant to the research focus, and then the data is collected utilizing "screen capture" or screen shoot to facilitate data documentation. The analysis technique used on the data is pragmasemantic analysis technique. The pragmasemantic technique is an analytical technique that combines two fields of linguistics, namely pragmatics and semantics. The pragmatic field is used to analyze the purpose of an expression, while the semantic field is used to analyze the meaning of an expression. The data is analyzed in order of date and time of loading. The data that has been analyzed then presented with a descriptive method (Rahmah, 2015; Ho et al., 2020; Chaniago, 2021).

Discussion

The expression written and presented on everyone's Facebook status page is a representation of his feelings through the working process of the brain (thinking). Based on the exploration of several Facebook accounts, several data have been found in the form of potentially satirical expressions. The data are as follows.

Data (01)

"Sungguh, di Wajo ini berlimpah kaum cendekia, cuma....(silakan komentar)!".
 "Really, in Wajo, there are many scholars, just....(please comment)!".
 (12 May 2020, 5:58 a.m.)

The data (01) is a potential satire expression. Based on the type, data (01) is a satire in irony. One of the characteristics of ironic satire is that it has the opposite meaning. This is shown in the snippet of the phrase, which reads "a lot of scholars, just ...". The phrase "you are a scholar" shows the meaning that 'could be' is something real based on the speaker's observations. Because it is followed by the word "only", then the opposite happens. The target subject addressed by the speaker based on the expression in the data (01) is addressed to scholars.

Data (02)

"Jadilah orang cerdas dalam menyikapi Sang CORONA....Karena Isu CORONA hanyalah sebuah KEBOHONGAN.... Kebohongan wahai Saudaraku....".
 "Be smart in dealing with the CORONA....Because the CORONA issue is just a LIE.... Lies, my brother....".
 (16 May 2020, 3:00 a.m.)

The data (02) is a potential satire expression. Based on the type, data (02) is a satire in the form of sarcasm. One of the characteristics of sarcasm is that it seems harsh and harsh. This is shown in the phrase that reads, "Because the CORONA issue is just a LIE". The word "lie" in the phrase seems harsh and harsh because of the rejection of reality. The target subject addressed by the speaker

based on the expression in the data (02) is addressed to intelligent people or the public.

Data (03)

"Ramai di medsos, membandingkan kebijakan Bupati Sidrap dan Bupati Wajo terkait penanganan COVID-19. Supaya adil, mari kita jd memperbandingkan, brp positif Corona di Sidrap dan di Wajo".

"There are many people on social media comparing the policies of the Sidrap Regent and the Wajo Regent regarding the handling of COVID-19. To be fair, let's also compare how many positive Corona in Sidrap and Wajo".

(May 16, 2020, 1:19 p.m.)

The data (03) is a potential satire expression. Based on the type, data (03) is a satire in the form of irony. One of the purposes of ironic satire is as a reminder or rebuke. Therefore, irony seems to hint at the same time as a reminder. The expression in the data that shows ironic satire is emphasized by the word 'compare', i.e. the speaker makes a comparison between two regions. In addition, matters relating to satire, which are rebukes and reminders, are emphasized in the fragment of the phrase that reads, "let's also compare, how many positive Corona in Sidrap and Wajo". The target subject addressed by the speaker based on the expression in the data (03) is aimed at Facebook users.

Data (04)

"Itu para ustaz klu mau bantu pemerintah dan masyarakat, bantu meki teman, keluarga yang belum paham atau lupa jadi imam shalat ied dan khotbah".

"That's the ustaz if you want to help the government and the community, help meki friends, family who don't understand or forget to be the imam of Eid prayers and sermons."

(May 20, 2020, 3:18 p.m.)

The data (04) is a potential satire expression. Based on the type, the data (04) is a satire in the form of innuendo. One of the characteristics of satire in innuendo is insinuating by providing solutions. The expression in data (04) subtly satirizes a specific group, namely providing solutions in the form of directions or calls. This is emphasized in the phrases "help the government" and "help meki friends or family". The two phrases have a unified meaning, namely giving government assistance by helping friends directly. The target subject addressed by the speaker based on the expression in the data (03) is addressed to community groups who are active in the religious field.

Data (05)

"Ribut2 di medsos, katax hidupx susah krn terdampak corona. Sekalinya pasar dan mall dibuka, lbh duluan pergi beli baju lebaran".

"There's a lot of noise on social media, and it's said that life is difficult because it's affected by the coronavirus. Once markets and malls are open, it's better to go buy Eid clothes."

(May 20, 2020, 6:47 p.m.)

The data (05) is a potential satire expression. Based on the type, the data (05) is a satire in the form of cynicism. One of the purposes of cynical satire is to ridicule or criticize. This is implied in the data above. Things related to ridicule are shown in the passage that reads, "katas lives are difficult because of being affected by corona" or "he says his life is difficult because he is affected by corona". In contrast, matters relating to criticism are shown in passages that read, "Once markets and malls are opened, first, go buy Eid clothes" or with the whole meaning "when markets and malls open, he is the one who buys Eid clothes first". The expression in the data is both ridicule and criticism because it shows a discrepancy with reality. The target subject addressed by the speaker based on the expression in the data (05) is addressed to the general public.

Data (06)

"Penutupan masjid tidak akan diributkan oleh sebagian orang andaikan pemerintah juga mau mempertegas pengawasan terhadap pasar, mall, rumah makan, dan tempat2 umum lainnya".

"The closing of the mosque will not be a fuss by some people if the government also wants to strengthen supervision of markets, malls, restaurants, and other public places."

(May 20, 2020, 10:01 p.m.)

The data (06) is a potential satire expression. Based on the type, data (06) is a satire in the form of satire. The peculiarity of satire seems to contain elements of jokes. Likewise, with the expression in the data (06). The thing that shows or confirms that the data expression (06) is a satire expression that contains an element of humour is confirmed by the presence of the word or particle "if". The word shows the meaning of "something that is considered possible and only a parable". In addition, it also refers to the thing "assuming or supposing," which means that it is still in wishful thinking. The target subject addressed by the speaker based on the expression in the data (06) is addressed to the government.

Data (07)

"Itu yang suka keluyuran tanpa memperhatikan protokol kesehatan, hargai sedikit perjuangan tim medis kita. Klo mereka angkat tangan, kita mau apa?"

"Those who like to wander without paying attention to health protocols respect a little bit of the struggle of our medical team. If they raise their hands, what are we going to do?"

(May 20, 2020, 11:25 p.m.)

The data (07) is a potential satire expression. Based on the type, the data (07) is a satire in the form of cynicism. One of the purposes of cynicism satire is to criticize. This is shown in the snippet that reads "Those who like to wander without paying attention to health protocols, respect a little bit of the struggle of our medical team", which is emphasized by the word "wandering". The target subject addressed by the speaker based on the expression in the data (07) is addressed to the general public.

Data (08)

"kenapa pemerintah Cuma tegas melarang berkumpul dimesjid sedangkan di tempat2 lain seperti pasar, mall dilonggarkan sungguh aneh".

"Why does the government strictly prohibit gatherings in mosques, while in other places such as markets and malls, it is extraordinary."

(22 May 2020, 10:07 am)

The data (08) is a potential satire expression. Based on the type, the data (08) is a satire in the form of sarcasm. One of the characteristics of sarcasm is that it seems harsh and harsh. This is shown in a fragment of a phrase or phrase that reads "really strange". The word "really" indicates an affirmation or a firm statement, while "weird" indicates an oddity or an effect without a cause. The target subject addressed by the speaker based on the expression in the data (08) is addressed to the government.

Data (09)

"Pagi ini, musimnya lg sajadah ajaiib beraksi. Lebih duluan sampai ke masjid sajadahnya daripada orangnya".

"This morning, the season for magic prayer mats in action. The prayer mat arrived at the mosque earlier than the person."

(May 24, 2020, 06.21)

The data (09) is a potential satire expression. Based on the type, data (09) is a satire in irony. Irony satire is a satire that aims a rebuke someone's behaviour. This is shown in the snippet of the phrase, which reads "Before the prayer mat goes to the mosque than the person". The snippet of the expression leads to the meaning of "a person compared to a sheet of a prayer mat." The target subject addressed by the speaker based on the expression in the data (09) is addressed to the community or someone.

Data (10)

"Sepakat dengan New Normal. Asal Pemerintah dan masyarakatnya mau bersinergi. Pemerintah tegas, masyarakatnya tidak matojo".

"Agree with the New Normal. As long as the government and the people want to work together. The government is firm, and the people are not stubborn."

(27 May 2020, 5:23 PM)

The data (10) is a potential satire expression. Based on the type, the data (10) is a satire in the form of sarcasm. One of the characteristics of sarcasm is that it seems harsh and harsh. This is shown in "stubborn" (Bugis), which means stubborn. Stubbornness is related to the nature of not wanting to obey or not wanting to obey a rule. The target subject addressed by the speaker based on the expression in the data (10) is addressed to the public.

Data (11)

"Keras na suarana waktu di tutup sementara masjid. Protes mall di buka tp masjid tidak dibuka. Sekalina masjid buka, de mato najokka.....".

"It's loud and loud when the mosque is temporarily closed. The mall protest was opened, but the mosque was not opened. Once the mosque is open, he doesn't come...."
 (29 May 2020, 17.30)

The data (11) is a potential satire expression. Based on the type, data (11) is a satire in the form of irony. Satire irony aims to give a warning. Therefore, irony seems to hint at the same time as a reminder. The meaning of the expression in the data above is "He criticized loudly because the mosque for Friday prayers was closed, but when the mosque was reopened for Friday prayers, he did not come to perform Friday prayers". The target subject addressed by the speaker based on the expression in the data (11) is addressed to the community.

Based on the results of the data analysis above, the expressions that have the potential to be satirical were found to be in the type of satire; irony, sarcasm, innuendo, cynicism, and satire. The five types of satire are mapped into the following table.

Table 1
 Mapping findings based on results

Number	Data Code	Kind of Satire	Target
1.	(01)	Irony	Scholars
2.	(02)	Sarcasm	Smart people or society
3.	(03)	Irony	Facebook users or the public
4.	(04)	Innuendo	Community group
5.	(05)	Cynicism	Public
6.	(06)	satire	Government
7.	(07)	Cynicism	Public
8.	(08)	Sarcasm	Government
9.	(09)	Irony	Certain people or people
10.	(10)	Sarcasm	Public
11.	(11)	Irony	Public

Potentially satire phrases based on the results of the analysis of the data, in general, the expressions exposed by speakers on Facebook media use a mixed language, namely Indonesian with regional languages or slang. Regional language or slang is used as an emphasis and affirmation of the meaning of a series of exposed expressions. One of them, in data (10), is the word "matojo", which is the local language of the Bugis community. In addition to the word having the meaning of "hard and rough", it also functions as an affirmation of the series of exposed expressions.

Potentially satire expressions or satire expressions are representations of feelings that are obtained based on direct observation of the speaker and then processed through a thought process that contains explicit and implied meanings, uses distinctive language and is addressed to a particular subject. Based on the data, potentially satire expressions are exposed with two types of purposes ([Rinartha et al., 2018; Jancowicz-Pitel, 2019](#)). First, it is exposed because it is just to express feelings, to satisfy the mind, and to vent complaints because there is a

discrepancy with something. They were second exposed because they wanted to give criticism and suggestions. The two types of goals for a series of expressions are exposed on social media, Facebook, both because of a mismatch between reality and expectations so that there are irregularities so that they are considered wrong and have the potential to become injustice (Fitriani et al., 2021; Mandasari et al., 2020).

The satire also shows an outpouring of negative emotions and thoughts expressed in the form of words, phrases, or sentences that contain the meaning of criticizing and mocking and reprimanding. However, it depends on the party who responds to it. In addition, the expression of satire is a representation of a physical action that is intended to be addressed by a person who has feelings for someone, but in a subtle way because it can still be realized in the form of a series of expressions (Altam, 2020; del Pilar Salas-Zárate et al., 2017).

Conclusion

The expression can be satirical regarding language games that contain criticism. Potentially satire phrases can be conveyed in two ways. First, directly by listening to it to the person or party, it is addressed to, both between percentiles and within groups of people. Second, indirectly by using the media as an intermediary such as social media, Facebook, and others. Therefore, this research can be developed again with a different research focus, topic, and social media. This is to produce varied research results so that apart from reconstructing, it also strengthens and enriches theories and disseminates knowledge.

The expression of potential satire is a form of expression that contains emotional feelings that contain a special message to be conveyed. Therefore, Facebook social media plays an important role as a medium as well as a forum for conveying digital-based information by utilizing information and communication technology. This shows that Indonesian netizens are more likely to use social media Facebook compared to other media.

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