

Sarcasm Analysis Meme 'Adit, tolongin dit' Using Pragmatic Studies

Analisis Sarkasme Meme 'Adit, tolongin dit' Menggunakan Studi Pragmatik

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Article Information	ABSTRACT
Description Submission: 30 November 2025 Revised: 12 December 2025 Accepted: 28 December 2025 Approved: 01 January 2026	<p>This study analyzes the forms and functions of sarcasm in viral memes and audio parodies on social media using a pragmatic approach. The results show that sarcasm does not merely function as a form of ridicule but becomes a mechanism of humor that emerges through the discrepancy between literal utterances and actual intentions. Based on Attardo's classification, the dominant forms of sarcasm in the data include aggressive sarcasm, mock politeness, ironic encouragement, and hyperbolic sarcasm, which function to criticize characters' behavior, express annoyance, and create comic effects through exaggerated emotional responses. All the data indicate that humor is formed through violations of Grice's maxims, particularly the maxims of quality, quantity, relevance, and manner. These violations do not signify a failure of communication but rather a deliberate linguistic strategy used to create digital humor. Additionally, memes work through a pragmatic construction based on emotional contrast—for example, when a request for help is met with a sarcastic response that enhances the comedic effect while making it easier for the audience to recognize the sarcasm. Overall, this study confirms that understanding sarcasm in digital culture depends on the pragmatic context and shared knowledge among users.</p>
Kata Kunci <i>Sarkasme Pragmatic Pelanggaran maksim Meme digital</i>	
Keywords Sarcasm Pragmatic Violation of Maxims Digital Meme	
	Abstrak <i>Studi ini menganalisis bentuk dan fungsi sarkasme dalam meme viral dan parodi audio di media sosial menggunakan pendekatan pragmatik. Hasil penelitian menunjukkan bahwa sarkasme tidak hanya berfungsi sebagai bentuk ejekan, tetapi menjadi mekanisme humor yang muncul melalui ketidaksesuaian antara ucapan literal dan niat sebenarnya. Berdasarkan klasifikasi Attardo, bentuk sarkasme yang dominan dalam data meliputi sarkasme agresif, sopan santun palsu, dorongan ironis, dan sarkasme hiperbolik, yang berfungsi untuk mengkritik perilaku karakter, mengekspresikan ketidaknyamanan, dan menciptakan efek komik melalui respons emosional yang berlebihan. Semua data menunjukkan bahwa humor terbentuk melalui pelanggaran terhadap maksim-maksim Grice, khususnya maksim kualitas, kuantitas, relevansi, dan cara. Pelanggaran ini tidak menandakan kegagalan komunikasi, melainkan strategi linguistik yang disengaja untuk menciptakan humor digital. Selain itu, meme bekerja melalui konstruksi pragmatik berdasarkan kontras emosional—misalnya, ketika permintaan bantuan dibalas dengan respons sarkastis yang memperkuat efek komedi sambil memudahkan audiens mengenali sarkasme. Secara keseluruhan, studi ini menegaskan bahwa pemahaman sarkasme dalam budaya digital bergantung pada konteks pragmatik dan pengetahuan bersama di antara pengguna.</i>



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1. Introduction

In the recent period of 2025, the digital space has been enlivened once again by the emergence of a simple yet meaningful audio clip. Amid the rapid flow of ever-changing trends, one particular sound managed to capture the attention of internet users across generations. This audio snippet quickly became a source of memes and went viral on various platforms, ranging from TikTok to Instagram Reels. Interestingly, the sound that has now become so familiar to netizens actually comes from the popular local animated series, "Adit, Sopo, Jarwo." This animation focuses on three main characters: Adit, Sopo, and Jarwo. One supporting character who played a key role in the viral sound's appearance is Denis. In one scene, Denis spontaneously calls out to Adit with a voice full of panic and a clueless expression: "*Adit, tolongin, dit!*" The tone, which feels urgent yet funny, has made this dialogue into a meme that can depict moments that are humorous, dramatic, or even parody everyday life. It's no wonder that memes sourced from this sound quickly skyrocketed in the most popular search lists on TikTok and Instagram. This phenomenon serves as proof that local content, when packaged creatively and able to touch the emotional side of society, has great potential to dominate the digital space. The study of the "*Adit, tolongin dit*" meme is research on the meme phenomenon present on social media.

The phenomenon of using sarcasm on social media is closely related to the social and cultural context underlying digital communication. In Indonesia, sarcasm has become a part of everyday communication culture, which tends to be indirect and cautious. This communication style is often expressed through statements that are subtly toned but sharply meaningful. In the context of digital culture, forms of sarcasm continue to evolve and are popularized through various online expressions, ranging from memes to satirical comments that reflect the social dynamics of the community. In the era of social media, sarcasm is no longer just a way of speaking, but a creative means for netizens to convey criticism, irony, or simply vent their frustration about trending social phenomena.

From a pragmatic point of view, sarcasm is interesting because it carries meanings that are not always the same as its words. To understand sarcasm in memes, context is key. Without understanding the situation or issue being discussed, listeners may fail to grasp the intended meaning. In pragmatic theory, this is called implicature, which is the additional meaning that arises from violating conversational principles. Sarcastic memes are often used not just for humor, but also as a form of social critique. In other words, sarcasm in memes is not merely entertainment, but also a reflection of how society communicates in the digital world. It shows how humor, context, and language can come together to convey a message that is sharp, clever, and simultaneously amusing.

According to H.P. Grice, effective communication occurs when participants adhere to four conversational maxims: quality, quantity, relevance, and manner. Sarcasm arises when one of the maxims, especially the maxim of quality, is deliberately violated to convey the opposite meaning. According to Attardo (1993, 2000, 2001), sarcasm not only serves to create a humorous effect but also contains an evaluative dimension, namely delivering criticism, judgment, or ridicule towards an individual or certain situations in an indirect way. According to Gorys Keraf (2010: 136-137), sarcasm is a reference that contains bitterness and harsh reproach. Compared to irony and cynicism, sarcasm is more abrasive than both. Sarcasm can be ironic, or it may not be, but what is clear is that this style of language will always hurt feelings and is unpleasant to hear in its use. Rachel Giora (2003) states that sarcasm falls into the category of irony. According to Giora, when hearing a sarcastic remark, the listener first processes the literal meaning, then realizes that it does not fit the context, and finally arrives at the actual meaning. Thus, sarcasm can be interpreted as a form of speech in which the meaning intended by the speaker differs from or even contradicts the literal meaning, usually used to mock, ridicule, or indirectly criticize. In pragmatics, sarcasm is considered an indirect speech act and often relies on conversational implicature and situational context. Characteristics of sarcasm include: 1) The words sound positive but actually have a negative or mocking intent. 2) Usually spoken with a flat, cynical, or exaggerated intonation. 3) Used to mock or criticize indirectly. 4) The statements do not match reality, creating a contrast.

Sarcasm occurs when a speaker deliberately violates the maxim of quality by saying something that is literally untrue, such as praising something that is actually bad. This violation is meant to convey an implied meaning or implicature that is opposite to the literal statement. Pragmatics is the study of meaning intended by the speaker (George Yule, 1996). Yule emphasizes that pragmatics is not just about the meaning of words, but about what the speaker actually wants to convey in a particular context.

Considering the complexity and social relevance of the phenomenon of sarcasm in digital culture, this study aims to analyze the forms and meanings of sarcasm in popular memes using a pragmatic approach and how the understanding of sarcasm in these memes is analyzed through a pragmatic perspective. The results of this study are expected to enrich the development of pragmatic theory in the context of digital communication, while also contributing to the improvement of media literacy, understanding of social discourse, and ethical communication practices in online public spaces

Review related literature

a. Nurwafiqah Amirah Budi

Judul: *Analisis Bahasa Sindiran Pada Media Sosial Tiktok*

Jurnal: *Jurnal Ilmiah PGSD FKIP Universitas Mandiri*

Main findings:

This research is entitled "Analysis of Satire Language on TikTok Social Media." This raises the issue of the language style used by TikTok social media account

users. This research aims to describe the style of satirical language used by TikTok social media users.

relevance in this research:

Nurwafiqah's research supports that the use of ironic language style is the expression of words that are different from their actual meaning with the intention of mocking someone.

b. Pratama, A. D. (2022)

Judul: Implikatur Sarkastik dalam Meme Media Sosial

Jurnal: Litera (SINTA 2)

Main findings:

This study reveals that sarcastic memes exploit the discrepancy between literal meaning and context to produce social criticism.

Relevansi:

Relevance:

Directly related to the analysis of sarcastic implicature in the meme "Adit tolongin, Dit".

c. Putri, R. A., & Wahyuni, S. (2021)

Judul: *Sarkasme dalam Tuturan Media Sosial: Kajian Pragmatik*

Jurnal: Lingua (SINTA 2)

Main findings:

This study examines forms of sarcasm in social media comments using a pragmatic approach. The results show that sarcasm emerges through violations of Grice's maxims and is highly dependent on social context.

relevance in this research:

In line with research that positions sarcasm as a pragmatic implicature in digital memes.

d. Rahmawati, D., & Sudaryanto (2020)

Judul: *Pelanggaran Prinsip Kerja Sama Grice dalam Wacana Humor*

Jurnal: Kandai (SINTA 2)

Main findings:

This study demonstrates that violations of the maxim of quality, relevance, and manner actually become the main strategies in creating humor.

Relevance:

Supports your finding that maxim violations in memes are not a communication failure, but rather a digital humor strategy.

e. Sari, N., & Mulyadi (2019)

Judul: *Humor Verbal dan Sarkasme dalam Diskursus Digital*

Jurnal: Humaniora (SINTA 2)

Main findings:

This study shows that sarcasm in digital humor functions as an evaluative tool and an expression of social emotions.

Relevance:

Reinforces the findings that sarcasm in memes serves as criticism, an expression of annoyance, and entertainment.

2. Research method

This study uses a descriptive qualitative approach. This approach was chosen because the focus of the research is to describe the phenomenon of sarcasm in memes in depth, including its forms, pragmatic meanings, and social context, rather than to measure or compare it quantitatively (Creswell, J. W. (2014); Moleong, L. J. (2017); Sugiyono (2019); Shifman, L. (2014); Dynel, M. (2016); Kozinets, R. V. (2015)).

The data sources for this study come from the "*Adit, tolongin dit*" memes circulating on TikTok and netizen comments related to the meme. Data collection techniques were conducted through: Digital observation, which involves observing memes and netizen interactions to understand the context of their use. Documentation, by collecting relevant images, videos, and screenshots. Field notes, to record communication patterns and linguistic phenomena that arise. Data analysis was carried out using a pragmatic approach, by identifying forms of sarcasm in memes, both visually and verbally, interpreting implied meanings (sarcastic implicatures), and understanding the social and cultural context that influences the use and interpretation of sarcasm.

3. Results and discussion

Consistent Pattern of Sarcasm in approximately 10 Data Sets that have been analyzed. The types of sarcasm that appear can be categorized into three main types:

Mock Impatience

Observed in: Parody Maxim: "Astaga naik Den!" and Meme: "Bayangin kalau kamu tewas." Sarcasm serves to mock Denis's exaggerated and irrelevant behavior.

Sarcastic Hyperbole

Used for comedic effect:

In the scene at Jeruk Bali: the tension is made as if it were an extreme situation.

In the Coconut Shell section: Denis panicked even though he was only asked to walk on stilts.

In Maxim's parody: Denis' 'non-punch' scene (hyperbolic visual, not literal).

Findings: All parodies use sarcasm to highlight Denis's overreaction. Sarcasm functions comically, not as literal aggression.

1. Violations of Conversational Maxims Occur Uniformly All data points show almost identical patterns of maxim violations.

a. Violation of the Maxim of Relevance Denis responds to questions with unrelated answers:

Meme *Adit tolongin dit*: Asking for help as if being attacked.

Maxim: Calling Adit even though he was just told to go up.

Coconut Shell: Panicking when invited to play stilts

Irrelevant behavior generates humor.

b. Maximum Quality Violation

Denis often exaggerates fear:

"*Aku takut dit...*"

"*Tolongin aku Dit...*"

Imagining "*tewas*"

Panic climbing stilts

Information delivered in a dramatic tone and not literally true triggers irony.

c. Violation of the Maxim of Quantity

Denis provides information that is: too little (does not answer the instruction) or too much (excessive drama).

Example: Denis calls Adit when Maxim tells him to go up. Denis pleads repeatedly without a clear reason.

d. Violation of the Maxim of Manner

Denis's responses are often indirect, ambiguous, and inefficient.

Does not follow instructions ("*ayo naik*", "*tolongin Adit*"). Panics without explanation. Responds fearfully even though the situation is normal.

Key finding: Maxim violations are a major source of humor, as they create a discrepancy between the context and the response.

3. Consistent Pattern: Emotional Contrast

The following pattern is found in all parodies:

Character	Emotion	Humor Function
Denis	Dramatic, scared, panicked	Makes small situations extreme
Other character (Adit / Maxim / Ucup)	Flat, frustrated, sarcastic	Mocks Denis' absurdity

It is this emotional contrast that forms the core of pragmatic comedy.

Discussion

The findings above show that the humor in all of Denis's parodies does not merely arise from dialogue, but from pragmatic mechanisms, especially sarcasm and maxim violations.

1. The Function of Sarcasm in Denis's Parodies

Pragmatically, the function of sarcasm in this parody is to emphasize the irrationality of Denis's behavior. The sarcasm in the meme '*Adit, tolongin dit*' underscores that Denis's response is unreasonable and exaggerated. Sarcasm smooths the conflict between normal perception versus dramatic perception. It

creates Situational Irony, as the irony arises because Denis acts as if he is in danger, even though the situation is normal. The use of sarcasm highlights this irony, thereby generating humor. Finally, it Adds a Layer of Comedy, meaning that sarcasm is not only a form of ridicule but also a comical mechanism to spice up the dialogue.

2. Maxim Violations as a Humor Catalyst

Referring to Grice's cooperative principle, humor arises when a conversation intentionally or unintentionally violates a maxim.

a. Relevance

Violations of relevance are the most dominant. Denis always gives responses that are out of context, triggering sarcastic annoyance. This strengthens the depth of humor, character incongruity, and comic tension.

b. Quality and Quantity

Denis's dramatic fearfulness, constant asking for help, and perpetual panic violate the maxims of quality (inconsistency with reality) and quantity (excessive information). This creates a comedy effect based on hyperbole.

c. Method

Denis's ambiguity makes other characters lose patience, with sarcasm becoming a natural response in comedy.

3. Character Relationship: 'Straight Man' vs 'Comic Fool'

In classical comedy theory, humor often arises from contrast:

Comic fool is a foolish/over-the-top character (Denis).

A straight man is a normal character who responds (Adit, Maxim, Ucup)

Denis' parody consistently follows this pattern.

Sarcasm is a linguistic tool for the "straight man" to emphasize the illogicality of the "comic fool".

4. The Role of Hyperbole in Modern Humor

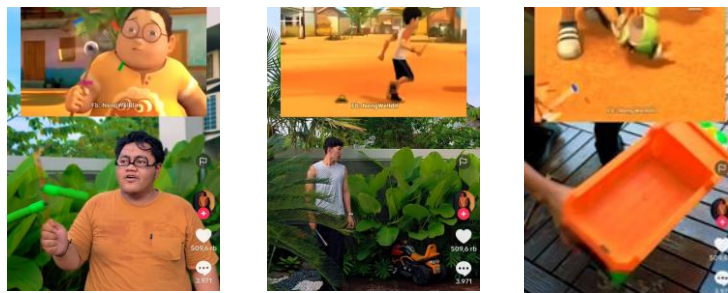
Visual scenes like "punching Denis" are a form of cartoonish exaggerated violence, not literal violence. Its pragmatic function is to heighten sarcastic annoyance, add a layer of slapstick, and accelerate the comedic rhythm.

Tables, Graphs, Images, and/or Photos

1. <https://vt.tiktok.com/ZSkp51SRe/> meme dubbing scene where the character Denis is chased by Bang Jarwo and Sopo, and the conversation begins with Dennis asking Adit for help, followed by an expression of fear, "Adit, tolongin dit, aku takut." Then, Adit tells "Dontol, sekarang tutup mata kamu. Bayangin kalau sekarang kamu tewas". This scene became a meme because Adit's unempathetic response actually created a humorous effect and a sharp emotional contrast. Adit's statement in this context violates several maxims, thus creating a conversational implicature that is humorous and sarcastic.



2. <https://vt.tiktok.com/ZSDgYaxhD/> a meme parody in the episode titled "Grapefruit Becomes a Creation" Adit and his friends are using grapefruit peels to make toy cars. There is one scene that makes viewers amused, which is when Denis' toy car flips over after hitting a rock, Denis actually asks Adit for help to turn his car back. Even though Denis could have turned his toy over by himself without needing Adit's help, which makes the audience confused and amused. This meme is parodied with the addition of a sentence "*denis, denis tolong lu. udah punya tangan, mata, kaki masih nyuruh gua. lu nih, gua balikin ya*".



3. Data: TikTok link: <https://vt.tiktok.com/ZSfxGm7BA/> episode 290 coconut shell, imagination feels real A situation where Ucup wants to play stilts with a coconut shell, he says it's fun, can be used for racing, walking, and jumping. Then Denis says, "*Tolongin aku Dit*" aku, aku, aku. Adit: *ayo Denis kamu tinggal ngelangkah doang Denis*.

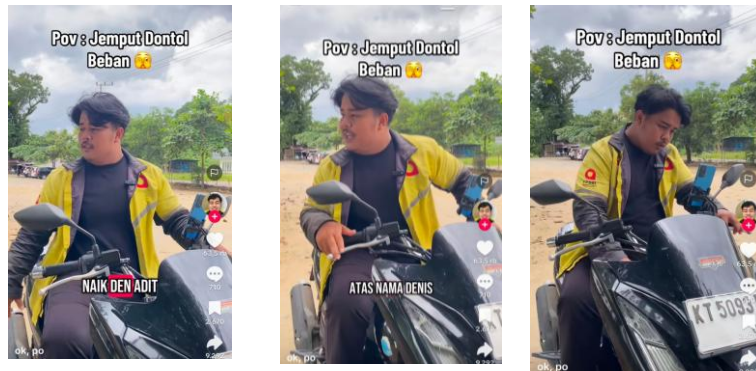


4. Data: POV Maxim jemput Denis <https://vt.tiktok.com/ZSfxc1buo/> Maxim: "*Atas nama Denis, ayo naik.*"

Denis: "Adit, tolongin dit..."

Maxim: "Astaga, naik Den... ngapain nyuruh Adit? Naik aja, Denis!"

In the parody, out of frustration, the driver seems to punch Denis



This research provides significant theoretical implications for the development of pragmatics studies, particularly in understanding sarcasm as a linguistic phenomenon that develops in digital communication. The research findings indicate that sarcasm in memes cannot be understood merely as a stylistic device or simple mockery, but rather as a pragmatic strategy intentionally constructed through the violation of conversational maxims. This study affirms that classical pragmatic theory can still be used to analyze digital discourse, provided that the surrounding social and cultural context is taken into account.

The research results show that sarcasm in memes functions not only as a trigger for humor, but also as an evaluative tool to convey criticism, annoyance, and social judgment indirectly. Sarcasm allows social media users to express negative emotions without having to be openly confrontational.

In addition, this study has implications for the study of communication and popular culture. The memes analyzed show that characters and dialogues in local cultural products can be recontextualized by netizens into means of critique and entertainment relevant to everyday life. This indicates a process of meaning negotiation between the original text and audience interpretation, where sarcasm functions as a bridge between entertainment and social reflection. Thus, memes are not only digital entertainment products but also cultural artifacts that represent the values, emotions, and communication patterns of society.

Methodologically, this study shows that pragmatic analysis of memes needs to consider multimodal elements, such as voice intonation, visuals, and the context of use on social media. This implication opens up opportunities for further research that combines pragmatics with multimodal analysis, humor studies, and audience research. With this approach, future studies can delve deeper into how sarcasm is produced, understood, and disseminated in the ever-evolving digital communication ecosystem.

4. Conclusion

This study shows that sarcasm in memes is not only present as a form of ridicule but also as a humor mechanism built through the disparity between literal utterances and intended meaning. Sarcasm serves to create a comic effect, criticize behavior, express annoyance, or display an extreme yet funny emotional response. Based on Attardo's classification, the dominant forms of sarcasm are aggressive sarcasm, mock politeness, ironic encouragement, and hyperbolic sarcasm.

Secondly, all data indicate that humor arises from violations of maxims, especially the maxim of quality (saying something false or impossible), the maxim of quantity (providing excessive or unnecessary information), the maxim of relevance (responses that do not fit), and the maxim of manner (ambiguous or unclear delivery). These violations are not signs of ineffective communication but rather serve as the main device in creating digital humor.

Third, memes and voice parodies (dubbing) work through pragmatic constructions that highlight emotional contrast, for example, when a character in panic receives no empathetic response, or when a call for help is met with sarcastic advice. The tension between roles enhances the comedic effect and makes sarcasm easily recognizable to digital audiences.

Overall, this study emphasizes that understanding sarcasm in digital culture cannot be separated from the pragmatic context. The humor and social critique in memes are created through deviations from communication norms, which are then reinterpreted through shared knowledge between the creator and the audience. Thus, sarcasm in memes is not merely a linguistic strategy, but also a cultural phenomenon that reflects how modern society creatively expresses emotion, critique, and entertainment.

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