
ANALYSIS OF INSULT AS HUMOR IN THE CONTEXT OF POLITICS THROUGH STAND-UP COMEDY SHOW

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Abstract

This research explains the humor styles used in the stand-up comedy show by Kiki Saputri. She owns material that is known as "Roast." It is used for a specific person on the show. A roast consists of an insult, which is the background of this research. This kind of comedy can be found on TV programs or Youtube videos that contain comedy content because they get special attention from the viewers. Besides that, many films featured comedians, particularly stand-up comedians. They can use comedy to not only make people laugh but also to criticize, deliver messages, and capitalize on unrest. In this research, the researcher used descriptive qualitative research as the method of the research. The analysis used the theory of Arthur Asa Berger. In this theory, Berger said that there are 45 indicators of humor, but the researcher just used insult as one indicator to focus on this research. The researcher wants to analyze the use of insults in the Roast Stand Up Comedy Show in a political context from Youtube. The research results show that using insults can be humorous because it can make the audience laugh. Furthermore, the show was served in good humor but not for serious insults in front of politicians. Thus, they not only entertain the audience but also deliver messages or criticism directly to the politicians.

Keywords: Humor, Roast, Insult, Comedian, Politician.

Introduction

Humor is the speech style that is identifiable in our daily life. We can find it in conversations, electronic media, or social media. In particular, social media is now not only a source of information but also a way for people to be entertained. Many people hone their creativity to be shown on social media by using interesting content. One piece of content that attracts attention, entertains people, and places humor as a dominant theme is comedy. Slapstick (physical comedy), stand-up comedy, and role-playing are all forms of comedy. All these forms can make the viewers or the audience who watched it directly chuckle.

Stand-up comedy creates a phenomenon on social media. As we know, the first comedian who pioneered stand-up comedy was Raditya Dika. And then, this comedy started to develop, and now there are many stand-up comedians in Indonesia. When talking about stand-up comedy, comedians use many styles or indicators in their performance. According to Berger (2017), there are four basic categories of humor: identity, language, logic, and action. These categories have indicators. One of the indicators is an insult. Thus, the comedians performed by using insults as their material to create funny situations.

The success of comedy in creating humor can be seen in the audience's laughter. Comedians have their language style in delivering humor, and there are no standard rules in every performance (Rullyanti & Nurdianto, 2019). By using insults, the comedy can also run well. Moreover, the insult served as a people's critic in social life domains like politics, entertainment, sports, or religion. Moreover, the comedian also makes jokes to degrade themselves. Insults are not a new trend in comedy shows. In Indonesia, it is known as "Roasting Stand Up Comedy." Roasting means the comedian gives insults as comedy content that refers to the object of the

comedy. The object was presented on stage with the comedian. Thus, the comedians not only performed in front of the audience but also delivered insults in front of them. The comedian did a self-explanation and was interspersed by the audience and objects. The comedian also emphasized the need to be able to present the comedy logically while they were still trying to create a funny reaction.

People's lives are touched by comedy, and it has a close relationship with it because everyone has a sense of humor. It can be found in daily conversation, comics, novels, TV programs, or social media. Moreover, the comedians get special attention because they are both involved in the comedy show and are multitalented. They are also involved in some movies and music programs as hosts and talk shows and are active as YouTubers. It is because they can create humor. Insult humor is a kind of humor that consists of offensive insults directed at a specific person (Ahuja et al., 2018). It is one of the indicators in the category of language. Berger (2017) Berger explained that an insult is a verbal attack intended to humiliate a person or object, usually to create humor. Insults also involve a person's life, which is embarrassing. It can be the things that happened in the past. The insults would be funny if the comedian did not use technique or style in creating the humor. In this type of comedy, insults can be dangerous if the comedian does not use them correctly on the person or object being mocked. Comedy can be used to mock professions, politics, religion, culture, race, nationality, or a specific person.

Politics is often the target of insults from comedians. Stott (2014) stated that comedy engages with politics. In Aristophanic comedy, for example, Athena's institutions are frequently slandered. Aristophanes could get money from the drama by referring to the theme of politics. However, the comedy is misused and becomes slender for the politicians. Aristophanes

sees themselves as citizens' representatives, exposing politics and mocking the violations committed by politicians. Moreover, after Athena got into conflicts with Sparta, Aristophane wanted to conserve drama in politics and culture through comedy. They can argue and criticize the change in politics.

Regardless of the context of comedy itself, in a comedy performance, comedians must understand that certain things can be problematic in their performances and should be avoided. Blake (2014) stated that the problems that can interfere with the comedian's performance include cliché, confusion, overcrowding, closing, limited scope, and unfunny. Some researchers focused on the effects of humor itself. Disparagement humor brings discrimination effects because of its social power.

Furthermore, people had a negative opinion of others with social power (Argüello et al., 2012). The comedian also gave different responses to the humor based on their sex. Even if a male comedian is funnier than a female comedian, the humor style is still important. Aggressive humor is the highest evaluation of fun or laughter (Bippus et al., 2012). There are numerous perspectives on humor. Some views say that humor is good because of its educational side, but in some views, humor finds resistance because of political, religious, and sexual considerations (Ritchie, 2010). Humor affects not only the social life but also people's physical and psychological well-being. For older adults, telling jokes is a good situation for them. Thus, humor can be an effective form of therapy for them. Even nurses would be good if they told a little joke when treating patients (Kruse & Prazak, 2006).

Not only nurses but also other professionals can use humor in the workplace. It is interesting because it is not only about the function itself but also the organizational creativity. In between work hours, humor can relieve stress (Lang & Lee, 2010). The employees can also watch comedy shows to

boost their happiness in the workplace. Humor and emotion are relatable and positively affect social groups (Robert & Wilbanks, 2012). Besides its positive effects, humor can also have negative effects if it is not funny. For example, humor is an indicator of consumer attitude in advertisements. Humor in advertising does not guarantee negative feelings from consumers because they have different perceptions of humor itself (Warren et al., 2019).

Method

The research applied a descriptive qualitative design. This research was intended to analyze and interpret the data recording from an online source, Youtube. The data relating to the research topic is humor for insult comedy in the context of politics. This research was conducted after downloading the Video from Youtube. The videos were selected purposively. These videos were Roasting Stand Up Comedy shows by the same comedian but with different politicians in each Video. The video length is about 6-10 minutes per Video. The process of data analysis in this research are: (1) The researcher has to start to collect the information; (2) The researcher has to judge the source of the data; (3) The researcher has to interpret the data; and (4) The researcher has to undertake the process to analyze the data. This process of discourse analysis was downloading data, transcribing data, selecting data, and interpreting data. In this research, there were three transcriptions of videos, and then this data was selected based on the research topic. The selected data was served in conversation extracts. In each extract, the data is interpreted to find out the insult as humor on the Stand Up Comedy show.

Findings

The research results describe insults in stand-up comedy show videos on YouTube. This kind of humor is in terms of political context. Based on the results of data analysis, findings can be obtained from data indicated by insults which against the object's background, object's job description, and phenomena that are identical to the object's profession. In this part, extracts and detailed analysis are explained from three videos.

1st Video (<https://www.youtube.com/watch?v=rFol2WlnWhM>)

Extract 1

Com : Mr. Hanif Dhakiri is cool. He is the minister of manpower and also serves as the interim minister of youth and sports. Sir, you don't want to add one more, do you, Sir? Let his position be a hat-trick.

Audi : Hahahahaha

Com : After that, you can celebrate it.

Audi : Hahahahaha

In this extract, the comedian asked, "Sir, you don't want to add one more, do you, Sir? Let his position be a hat-trick". It is about the position of 1st minister that has an important double position in Indonesia, is he want to add it or not so he can get three positions at once? It indicates that this question contains an insult referred to the 1st minister. And then, the audience implied, "Hahahahaha." The audience response is laughing. The insult can be humorous because it can make the audience laugh. After that, the comedian said, "After that, you can celebrate it." It describes that if the ministry got a hat trick, it has to celebrate. Furthermore, the audience implied again by "Hahahahaha." It makes the insult still can be humorous.

Extract 2

Com : Maybe you know that Mr. Hanif Dhakiri is the interim minister of youth and sports, replacing Mr. Imam Nahrawi, who was caught in a corruption case. It turns out that the statement is true. Sometimes happiness is created because of the suffering of others.

Audi : Hahahahaha

In this extract, the comedian said, "It turns out that the statement is true. Sometimes happiness is created because of the suffering of others." The suffering refers to the case of the Minister of Youth and Sports, and by this condition, it seems like a profit and a big chance for 1st minister to be a provisional minister. It indicates an insult to the comedian's statement. And then, the audience implied, "Hahahahaha." It makes the insult contains humor because the audience is laughing.

Extract 3

Com : Next, we move to Mr. Rudiantara, a minister of communication and informatics who may have one of his duties to regulate the signal, provider, and internet data. So, if you feel that all this time your internet quota is running out fastly if the internet is slow accessed, blame this man!

Audi : Hahahahaha

In this extract, the comedian was telling the audience, "So, if you feel that all this time your internet quota is running out fastly if the internet is slow accessed...." It is the utterance to start explaining the problem of using the internet. And then, the audience implied, "Hahahahaha." It shows that the audience started to find the funny thing in this utterance even though the comedian did not finish her utterance. After that, the comedian continued her utterance by saying, "blame this man!" Finally, the audience was implied again by "Hahahahaha." It makes the insult contains humor because the insult is closely related to their life.

Extract 4

Com : Mr. Rudi's job is to block adult sites from being watched by all of us. However, I am sorry. Before being blocked, did you watch it first?

Audi : Hahahahaha

Host : Let me answer, Sir. How will he know which one is blocked if it was not watched?

Audi : Hahahahaha

Com : Yes, that is why I want to ask. Sir Rudi, how many videos do you watch this month? I mean that you have blocked.

Audi : Hahahahaha

In this extract, the comedian was giving questions to the 2nd minister “However, I am sorry. Before being blocked, did you watch it first?”. This question is to ensure blocking videos to the 2nd minister as Minister of Communication and Informatics. Furthermore, the audience giving response with “Hahahahaha.” In this case, just apologizing and giving questions about blocking videos, the comedian succeeded in making them laugh. However, this question does not answer by the 2nd minister.

Thus, the host took the initiative to help him by answering the comedian’s question by saying, “Let me answer, Sir. How will he know which one is blocked if it was not watched?”. This answer demonstrates the 2nd minister’s answer that the videos will block after watching them. And then, the comedian repeated the question, “Yes, that is why I want to ask. Sir Rudi, how many videos do you watch this month? I mean that you have blocked.”. In this question, the comedian makes a mistake questioning, but it feels intentional to make the 2nd minister admit it. On the other side, this question makes the audience think that the 2nd minister has blocked many videos from adult sites because it was forbidden, but he can watch the Video. It indicates an insult which the question seems like the comedian wants to tell that there is injustice. After that, the audience implied, “Hahahahaha.” By laughing, the audience proves that the insult in terms of question can be humor.

Extract 5

Com : But he is one of the ministers of millennials because his hobby is playing mobile legends. I am serious.

Host : Yayayayaya

Com : Is that true, Sir? That is why he is very excited every morning because when he arrives office, he plays with his staff.

Audi : Hahahahaha

Com : You have to work, but you play together, hahahahaha

Audi : Hahahahaha

In this extract, the comedian said, "But he is one of the ministers of millennials because his hobby is playing mobile legends. I am serious." It explains the hobby of 2nd minister. Nowadays, this hobby is online games which many people are excited about it. And then, the comedian continued her explanation by saying, "That is why he is very excited every morning because when he arrives office, he plays with his staff." The explanation indicates an insult because she said the 2nd minister was negligent in working with his staff.

Furthermore, the audience implied, "Hahahahaha." It signifies an insult because her brief statement can make the audience laugh. And then, the comedian gave giving additional explanation "You have to work, but you play together, hahahahaha." It supports the comedian's previous explanation that the 2nd minister must do his duty and not do his hobby during work. But, it still signifies an insult. Finally, the audience was implying again, "Hahahahaha." It shows that even giving an insult twice is humorous because they laughed.

Extract 6

Com : So, I have read an article. Mr. Jokowi said he chose Mrs. Susi as a minister because he needed a crazy person to make a breakthrough.

Audi : Hahahahaha

Com : I swear. For what sign is it? It signed that in this country, many sane people could not work.

Audi : Hahahahaha

In this extract, the comedian explains, "Mr. Jokowi said he chose Mrs. Susi as a minister because he needed a crazy person to make a breakthrough." The reason refers to the 4th minister chosen by the president because she is crazy. The word "crazy" is ambiguous because it can be in a positive context and a negative context. However, the message that the

comedian wants is that the meaning of “crazy” is a person who is different from others. A crazy person is also identical to unusual or abnormal people, which sounds funny. It proves that the audience implied, “Hahahahaha.” And then, the comedian stated, “It signed that in this country, many sane people could not work.” This statement compares crazy people and sane people. It signs that many members in the ministry cannot work. Thus, it indicates an insult. Furthermore, the audience implied again, “Hahahahaha.” It makes the insulting sign as humor because the audience is laughing.

2nd Video (<https://www.youtube.com/watch?v=P-sIAKGDRdM&t=2s>)

Extract 7

Com : The House of Representatives is the only institution elected by the people to represent the people's interests. That is our expectation.

Audi : Hahahahaha

Com : As we know, all of us understand reality, right? But they became enemies of the people. Hahahaha

Audi : Hahahahaha

In this extract, the comedian stated, “The House of Representatives is the only institution elected by the people to represent the people's interests. That is our expectation.” It explains the fact of the House of Representatives, but the word “expectation” brings the meaning to the audience that the fact is out of expectation. And then, the audience implied, “Hahahahaha.” The comedian further explains, “As we know, all of us understand reality, right? But they became enemies of the people. Hahahaha.” This explanation contains reality and insults all at once. It is because the House of Representatives has to serve the people's needs. And the audience was giving a response back, “Hahahahaha.” This response identifies humor in the statement because of the audience's implication.

Extract 8

Com : He had not memorized the lyrics when singing "Indonesia Raya." Is it right, Sir?

HR2 : That is right.

Com : People sometimes have a problem with nerves if they have watched videos like that, Sir.

Audi : Hahahahaha.

In this extract, the comedian told a case: " He had not memorized the lyrics when singing "Indonesia Raya." Is it right, Sir?" She tells a story about a case involving a 2nd House of Representatives member. He forgot the lyric of the national anthem of Indonesia. As a House of Representatives member, he has to memorize it because everyone has thought of this anthem since childhood. But, the comedian continued by asking him to make sure and wanted him to admit it. The case that she has told contains an insult that seems embarrassing. And then, the 2nd House of Representatives member answered, "That is right." It means that the case is genuinely right. After that, the comedian told him, "People sometimes have a problem with nerves if they have watched videos like that, Sir." The comedian tries to relate the case to his duty of analyzing scandal videos of artists. His duty can cause problems in his memory. This statement also contains an insult. And then, the audience implied, "Hahahahaha." It indicates that the insult can be humorous because the audience is laughing.

Extract 9

Com : So, this man forgot to pay after eating Rawon Setan in Surabaya

HR2 : Yes, of course

Com : So, why do you look so proud?

HR2 : We do not have to handle it. There are staffs

Com : He can forget his stomach, moreover for people's stomach

Audi : Hahahahaha

In this extract, the comedian told another case " So, this man forgot to pay after eating Rawon Setan in Surabaya." This case describes how an influential person can forget to pay. And then, the 2nd House of Representatives member confirmed statement, "Yes, of course." The comedian implied, "So, why do you look so proud?." She seems insulted because she thinks the case is terrible, and he confirms it proudly. So, he explained, "We don't have to handle it. There is the staff."

This reason shows that he wanted to defend himself. But she replied, "He can forget his stomach, moreover the people's stomach." It shows that even though he has given the reason, she can still provide an insult. It is proven by comparison that he prefers himself over people. And the audience implied, "Hahahahaha." It shows that an insult can be humorous.

Extract 10

HR2 : It's just a treat. Suddenly, the treat forgot to pay

Com : That is what I said. Members of the House of Representatives have many reasons.

HR2 : That is true

Audi : Hahahahaha

In this extract, the 2nd House of Representatives member gave continued reason from Extract 9 "It just a treat. Suddenly, the treat forgot to pay". It shows that he still defended himself and did not feel guilty. But, the comedian replied, "That is what I said. Members of the House of Representatives have many reasons". It demonstrates that House of Representatives members always seek justification for themselves. From this replying, we can detect an insult. After that, the audience gives a response, "Hahahahaha." It can be seen that the insult is categorized as humor.

3rdVideo (<https://www.youtube.com/watch?v=chzAVe7vltI>)

Extract 11

Com : He is in parliament, and he has to go abroad, which spends the country's budget.

Audi : Hahahahaha

Com : Never mind. It is because the purpose of his duty is to reconcile other countries, even though Indonesia itself has many conflicts because of him.

Audi : Hahahaaha (sound of applause)

In this extract, the comedian introduces the parliament "He is in parliament, and he has to go abroad, which spends the country's budget." It explains the parliament's duty and emphasizes of that. It shows that the responsibility gives a loss to the country, and an insult is detected. The comedian's statements implied "Hahahahaha." And then, she added her statement, "Never mind. It is because the purpose of his duty is to reconcile other countries, even though Indonesia itself has many conflicts because of him." This statement also contains an insult in which she says the conflicts existed because of the parliament. After that, the audience implied again "Hahahahaha" and appreciated by applause. This implication can describe that the statement is humorous.

Extract 12

Com : But I'm a big fan of Mr. Fadli Zon. I always check his Twitter; it's fantastic. Every time he updates his Twitter status, there are thousands of people who reply to him.

Audi : Hahahahaha

Com : Even though all of the replayings contain curses

Audi : Hahahahaha

In this extract, the comedian said, " Every time he updates his Twitter status, there are thousands of people who reply to him." It explains the parliament is social media user, especially Twitter. It seems like the parliament has power and is popular on Twitter which is proven by many replying. After the audience implied "Hahahahaha," the comedian continued

to complete her explanation by "Even though all of the replayings contain curses." From this complete explanation, it can shows the insult because all replies are curses. And then, the audience back to imply "Hahahahaha." It shows that the insult can be humorous.

Extract 13

Com : You are too active on social media, do you a member of the House of Representatives or the admin account of Lambe Turah?

Audi : Hahahahaha

Com : I just thought that, is your activities if you always tweeted? Or do you have an assistant? So, you can tweet while your assistant still works?

Audi : Hahahahaha

In this extract, the comedian asked, "You are too active on social media, do you a member of the House of Representatives or the admin account of Lambe Turah?" This question shows that the comedian compared the activities in social media between House of Representatives members and the admin of Lambe Turah. This account is an account on Instagram that is popular because of its contents which updated information on celebrities and influencers. The information can be good or bad information that can bring the opinions of the public. It sounded familiar and funny to the audience, so they were implying, "Hahahahaha." And then, the comedian added the question, "I just thought that, is your activities if you always tweeted? Or do you have an assistant? So, you can tweet while your assistant still works?". This question is more serious than the previous question. She wanted to know what he would do in work time and indicated that he is indifferent to working because his staff stays at their work, but he as a leader, does not work well. This question can be identified as an insult. After that, the audience responded, "Hahahahaha ." This response shows that the question is humor.

Extract 14

Com : Let's be Indonesia which is not only Non-Block or neutral in foreign politics, but also Twitter users have to be Non-Block. For example, there were fights like Lucinta Luna and Young Lex in the presidential election.

Audi : Hahahahaha

Com : I hope that Mr. Fadli Zon, as a parliamentarian, does not be on one side because if you do that, it can make your bad image worse.

Audi : Hahahahaha

In this extract, the comedian gives a long explanation "Let's be Indonesia which is not only Non-Block or neutral in foreign politics, but also Twitter users have to be Non-Block. For example, there were fights like Lucinta Luna and Young Lex in the presidential election." In this explanation, she argues that Indonesia has to be neutral regarding foreign politics and use Twitter as social media. She also gives an example of a popular public figure because of their problems. And then, the audience implied, "Hahahahaha." They are laughing because of the example of a public figure. Next, the comedian said, "I hope that Mr. Fadli Zon, as a parliamentarian, does not be on one side because if you do that, it can make your bad image worse." It shows her hopes of her for the parliament, but she inserts an insult that declares a bad image of the parliament. Then, the audience implied it back, "Hahahahaha." It indicates that the insult is humor.

Extract 15

Com : When I watch it on TV, I feel like a bit boring everytime I see you wear clothes, suits, ties, and batik when visiting some place. You have to wear a traditional dress. So, you are not only creating peace but also introducing traditional dress to other countries.

Audi : Hahahahaha

Com : So, you have the role as a parliamentarian. You can use a Bodo dress as Buginese dress and you can use Koteka.

Audi : Hahahahaha

Com : All Indonesians will be proud of you if you dare to do that.

Audi : Hahahahaha (sounds of applause)

In this extract, the comedian suggested, "You have to wear a traditional dress. So, you are not only creating peace but also introducing traditional dress to other countries." This suggestion refers to the parliament's appearance, which is monotonous for her. And then the audience gives response, "Hahahahaha." The comedian continued, "So, you have the role as a parliamentarian. You can use a Bodo dress as Buginese dress and you can use Koteka". And the audience replied, "Hahahahaha." They are laughing at the one suggestion that the traditional dress looks enough undress. After that, the comedian said, "All Indonesians will be proud of you if you dare to do that." This statement seems like the comedian challenges him to use that traditional dress, which is not appropriate and not formal for formal events. It categorizes as an insult because the comedian's suggestion can embarrass him. After that, the audience implied "Hahahahaha" while giving applause. It describes that even though the suggestion is embarrassing, it still sounds funny, so it can be humorous.

Discussion

From the three videos, 15 extracts demonstrate the humor. It can be seen from Berger's theory that there are 45 indicators of humor, one of which is an insult. All of the extracts above show the use of insults by the comedian. It can be in a question, explanation, or comment. It can be humorous because of the audience's response by laughing. The comedian used content in the political context more about the politicians' performance during their duty or facts about them, even about bad cases. The case can find the term of the question in extracts 1, 4, and 13. Findings show that the use of insult in terms of questions is part of a stand-up comedy show that can be humorous because the question focuses on the facts of politicians, and it is asked by the comedian to make sure about the facts. It is also a question the audience

wants to ask, and the comedian can deliver it. The humor-style comedian covered the question, so the insult in terms of the question succeeded in making the laughter.

The question can find the term of explanation in extracts 2, 3, 6, 7, 11, and 12. Findings show that the use of insult in terms of description is part of a stand-up comedy show that can be humorous because the description is based on the facts of the politician. It can be seen in articles or news. The comedian is not making it up, so it can be said without uttering the slander. It is also familiar to the audience. Moreover, the comedian's style can make the facts become laughter. The explanation can find the term comment in extracts 5, 8, 9, 10, 14, and 15. Findings show that using insult in terms of comment is part of a stand-up comedy show that can be humorous because the comment is delivered in people's voices. The comments are about lamentation, suggestion, or restlessness. It also connects to the audience. This comment from a comedian represents the audience's comment. So, this comment can make laughter exist.

By this explanation, we can conclude that insult, as an indicator of humor based on Berger's theory, was used in the Roasting Stand Up Comedy show. The findings show that insult works on comedy. Especially this kind of comedy makes the comedian can perform in front of the comedy's object. The object means the politicians. The material of the comedian's performance is about them. The comedian can utter the insult well and deliver the message directly from the material. It cannot separate the context of politics from people's lives, and it always is an exciting thing to discuss; moreover, it served in comedy performances. But, in the Roasting Stand Up Comedy shows, especially in Indonesia, the use of insults is still within reasonable limits. The comedian also always slips, apologizing for the performance to the politician and giving understanding to the politician that it is just comedy.

Indonesia also has a law on information and electronic transactions which regulates the freedom of speech on media. Thus, people cannot spread excessive insults, including the comedian.

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