



UNIVERSITAS NUSA CENDANA



**ICoSASTE**

# PROCEEDING

**of the 3<sup>rd</sup> International Conference on Science,  
Applied Science, Teaching & Education  
(ICoSASTE)**

organized by  
**THE FACULTY OF TEACHER TRAINING  
AND EDUCATIONAL SCIENCES  
UNIVERSITAS NUSA CENDANA**



## EXPLORING SATIRE IN BALABAN'S TIKTOK ACCOUNT

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**Abstract.** This research focused on the analysis of satire used by Balaban in his TikTok account. The objectives were to identify the types of satire found in Balaban's TikTok account and to understand the meaning of the satire expressions used by Balaban in his videos. The writer analyzed 10 videos from his account, applying descriptive qualitative research that produced data on the types and meanings of satire. Holman's theory on types of satire and meaning was used, with references from journals and books available on the internet. The data obtained from the 10 videos included 3 instances of Horatian satire and 7 instances of Juvenalian satire. Among the 29 satire expressions identified, the meanings were diverse, covering topics related to politics, ethnicity, social status, social life, art, and institutions. Therefore, the research concluded that the satire used by Balaban in his account was not only for criticism but also provided knowledge about satire in the public sphere.

**Key words:** Satire, Types of Satire, TikTok, Balaban

### 1. Introduction

Language has a power that can be likened to two sides of a coin. On the one hand, language can be a person's attraction. On the other hand, language can backfire on the wearer (Suciartini, 2020:1). Language plays an important role in determining the success of communication. It is important to understand the use of language so that communication can run effectively and purposefully.

In conveying criticism, language plays an important role. Criticism does not have to be delivered with abusive language. Criticism will be more effective if it is delivered through relaxed, straightforward language, but still refers to it as a criticism or insinuation to certain parties. However, many people are less able to wrap the language in the delivery of criticism so as not to seem patronizing or to drop.

There are many alternatives to the use of polite language in criticizing or insinuating. One of them is using satire as a style of criticizing something. Prasetyono (2011:42) stated that the meaning of satire is a style of language that expresses criticism in the form of innuendo against a state or a person. The satire style includes various types: laughing, rejecting, and criticizing. While Laughing is a responsive expression or action, created because of something funny and laughable to bring out a sense of pleasure. Refusing to have a definition disagrees with the situation. Criticizing is the nature of judging a situation to improve and build better. Keraf (2010:11) stated that satire is satirical but satire that is thrown out subtly and not rudely can even be used as a joke so that it cannot hurt someone's heart even with the expression satire can make people laugh.

In this increasingly sophisticated era, conveying criticism through audiovisual media is considered more effective and interesting. Audiovisual is considered effective because it attracts the interest of the audience by presenting sound and images so as not to get bored and allows the audience to talk, participate, share, and create their online networks and produce reciprocal effects. Dodalwa (2019:1) stated that “in virtual space, the position of judge or philosopher can be played by anyone. Social media users or netizens, often control and criticize developments in various cases, such as those involving George Floyd who died at the hands of American Minneapolis police and became a trending topic on social media in 2020, the case has become the attention of netizens around the world. The same thing also happened in this country, such as the murder of Brigadier Joshua which occurred in 2022, the case of Mario Dandi which resulted in the arrest of his father for corruption of 56 billion in 2023, the Bima case criticizing the Lampung government in 2023, and other cases.

Similarly, Balaban used TikTok as one of the audiovisual media to deliver criticism of current events in society, government, organizations, and famous public figures. Balaban was a TikTok content creator with 269.2K followers. In his posts, he was very brave, criticizing intelligently, straightforwardly, and analytically. He was indiscriminate; anyone he felt needed to be criticized would be criticized by him. Balaban had his way of criticizing by using subtle language that could seem scornful. He used a satire style of criticism in each of his posts because he believed that his viewers had the intelligence to understand the hidden messages behind his language style or the scenes that appeared in the posts.

The study aims to explore the use of satire on social media, particularly TikTok, where users like Balaban voice complaints or criticism of perceived injustices. The research Problems are: 1) What are the types of satire found in Balaban TikTok account? 2) What is the meaning of the satire expression used by Balaban in his TikTok account?

## 1. Research Method

In this research, the writer used a descriptive qualitative research design. It was used to explore satire in Balaban's TikTok account. Source of Data The data of this research are all satires used in Balaban's TikTok account. The writer limited the videos to narrow the data and only took the most viewed videos. The writer only took 10 of the 367 videos that were uploaded from 2020 until 2024. The 10 videos' details are as follows:

**Table 3. 1 Videos that were Uploaded to Balaban's TikTok Account**

No	Date	Views	Likes	Comments	Favorites	Shares	Topic
1	January 26 <sup>th</sup> , 2022	8.9M	688,9M	15,8K	13,4K	23,2K	What can white people do that black people can't
2	January 20 <sup>th</sup> , 2023	8.2M	1.4M	26.2K	85.6K	181.9K	Serenity now
3	June 16 <sup>th</sup> , 2022	2.4M	439.6K	6211	10.5K	9604	Priorities
4	June 7 <sup>th</sup> , 2022	2.3M	306.8K	13.3K	10.1K	20.9K	Real Estate
5	January 13 <sup>th</sup> , 2022	1.2M	58.9K	6525	1867	3329	USA
6	October 3 <sup>rd</sup> , 2022	1,0M	193,6K	8248	12,2K	3468	How God made dark skin females
7	October 6 <sup>th</sup> , 2021	377.4K	50,5K	1617	861	1442	The United States legal system is a joke
8	December 28 <sup>th</sup> , 2022	120,1K	24,7K	3072	1385	276	Pro life
9	April 1 <sup>st</sup> , 2022	99.4K	20.4K	1358	648	1028	Oscars
10	April 1 <sup>st</sup> , 2022	27.8K	2608	266	37	40	Modern art

*Source: Researcher, 2023*

The writer only took 10 videos out of 367 videos as in table 3.1 above because the writer limited the videos based on videos that contained many elements of satire with the most viewers by the research objectives.

### Procedure of Data Collection

There were some techniques used to collect data. Those techniques are, as follows:

- 1.The writer actively opened the Balaban TikTok account and observed the content that had elements of satire in it with the most viewers, especially in the videos that were uploaded on:

**Table 3. 2 Dates of Most Viewed Videos in Balaban's TikTok Account**

No	Date	Topic
1	January 26 <sup>th</sup> , 2022	What can white people do that black people can't
2	January 20 <sup>th</sup> , 2023	Serenity now
3	June 16 <sup>th</sup> , 2022	Priorities
4	June 7 <sup>th</sup> , 2022	Real Estate
5	January 13 <sup>th</sup> , 2022	USA
6	October 3 <sup>rd</sup> , 2021	How God made dark skin females
7	October 6 <sup>th</sup> , 2021	The United States legal system is a joke
8	December 28 <sup>th</sup> , 2022	Pro life
9	April 1 <sup>st</sup> , 2022	Oscars
10	April 1 <sup>st</sup> , 2022	Modern Art

*Source: Researcher, 2023*

- 2.The writer found elements of satire in Balaban's TikTok account by watching the video, specifically in the video uploaded on dates from table 3.2 Dates of Most Viewed Videos in Balaban's TikTok Account.

### Procedure of Data Analysis

After collecting all the data, the writer analyzed the data through the process below:

- 1.The writer collected videos containing satire elements from the TikTok Balaban account, especially videos uploaded on dates from 3.2 Dates of Most Viewed Videos in Balaban's TikTok Account.
- 2.The writer analyzed which video list was according to the theories of experts by looking at journals, books, and the internet.
- 3.The writer found out the types of satire most widely used in the Balaban TikTok account, specifically the videos uploaded on dates from 3.2 Dates of Most Viewed Videos in Balaban's TikTok Account.

## 3. Findings And Discussion

### 3.1 Findings

This section discussed satire in Balaban's TikTok account, as found in 10 videos. Each video contained extracts that described the types and meaning of satire used by Balaban in his TikTok

account. In addition, Holman (1992: 168-169) gives an argument that there are two types of satire; Juvenalian and Horatian. Juvenalian satire is known for being angry and bitter, its tone sarcastic and biting us the points with contempt and indignation at the corruption of human beings and institutions. On the other side, Horatian is gentle by winking at the audience which aims to correct by broadly sympathetic laughter. Then, the writer took ten videos. Three videos refer to Horatian and seven videos refer to Juvenalian. Here are excerpts from ten videos that contain types of satire and their meanings:

### 3.1.1 Types of Satire

#### 1. Video 1

This video was uploaded on January 26<sup>th</sup>, 2022, and the duration is 17 minutes. The first video falls into the category of *horatian* satire as Balaban tends to be more relaxed, humorously quoting human or societal weaknesses by pointing out the differences between white and black people in a humorous manner. This is evident in the phrase “*this is easy when something is really funny, we are able to stay in the same place like not go anywhere when we laugh*” (Balaban, January 26<sup>th</sup>, 2022).

#### 2. Video 2

This video was uploaded on January 20<sup>th</sup>, 2023, and the duration is 59 minutes. In the second video, it fell under the category of *juvenalian* satire. Balaban expressed a serious, critical, and dissatisfied attitude toward the expensive preschool enrollment process while highlighting the irony in the school's demands. He openly mocked that the school fees, which had reached \$32,000 per year for a 2.5-year-old, were already burdensome enough. This is evident in the phrase “*you want me to fundraise, and you have the audacity to ask me how I might contribute my time, my skills, my knowledge, and you're gonna cash my check.*” (Balaban, January 20<sup>th</sup>, 2023).

Furthermore, he used a sharp and serious tone to convey quite drastic advice regarding having children. This can be observed in the expression “*by the way before i continue if you're thinking about having children dont uh just get sterilized now.*” (Balaban, January 20<sup>th</sup>, 2023).

#### 3. Video 3

This video was uploaded on June 16<sup>th</sup>, 2022, and the duration is 17 minutes. The third video fell under the category of *juvenalian* satire. Balaban strongly criticized Marjorie Taylor Greene, noting her announcement about introducing a bill to make exposure to drag queen performances illegal. He expressed frustration, highlighting urgent issues such as high gas prices, inflation, a bearish stock market, and frequent mass shootings.

In that video, there was sharp criticism of Marjorie Taylor Greene, who was perceived to prioritize what was considered trivial issues (drag queen performances) over serious problems such as high gas prices, inflation, a bearish stock market, and frequent mass shootings. This is evident in the phrase “*Bitch, we got \$6 gas, 9% inflation, a bear market, and a mass shooting every week, and you're worried about RuPaul?*” (Balaban, June 16<sup>th</sup>, 2022).

#### 4. Video 4

This video was uploaded on June 7<sup>th</sup>, 2022, and the duration is 53 minutes. The third video fell under the category of *juvenalian* satire. This was evident from Balaban's use of course and

harsh language, as well as his intention to express dissatisfaction and disappointment with the situation deemed harmful by actors in the property market, especially major investors like Goldman Sachs and BlackRock. The message conveyed also contained sharp social criticism elements towards the economic injustices caused by those practices. This is evident in the phrases, *“Doesn't matter if you're liberal conservative, this should be terrifying to you and this should be illegal.”* (Balaban, June 7<sup>th</sup>, 2022), *“This is one of the main reasons why you can't afford to buy a single-family home right now because hedge funds and foreign investors and Goldman Sachs and BlackRock are buying up single-family homes and controlling the rental market.”* (Balaban, June 7<sup>th</sup>, 2022), *“Some of them are buying up single-family homes and letting them sit vacant because it's preferable to leaving money in a savings account as for them a hedge against inflation, this is terrifying.”* (Balaban, June 7<sup>th</sup>, 2022), *“The primary wealth builder in the United States has always been property ownership and this is why you can't buy a home right now.”* (Balaban, June 7<sup>th</sup>, 2022), *“This is why you're being priced out of the market, and it doesn't benefit any of us.”* (Balaban, June 7<sup>th</sup>, 2022), and *“This should be fucking illegal.”* (Balaban, June 7<sup>th</sup>, 2022).

#### 5. Video 5

This video was uploaded on January 13<sup>th</sup>, 2022, and the duration is 57 minutes. In the fifth video, it fell into the category of *horatian* satire. The diction used in the expression tended to present an image that was not too harsh and did not hurt the feelings of the message recipients. In this context, Balaban was mocking the common perception of America as a great country. He suspected that this perception only created false hope, where one could achieve financial success easily, but ultimately faced serious challenges such as health crises that could lead to bankruptcy and asset loss. This is evident in the phrases, *“and because health insurance always has a way of getting out of paying for major major mega stuff, you will go bankrupt and then you will lose your house because you can no longer afford to pay even the property taxes on your house.”* (Balaban, January 13<sup>th</sup>, 2022,) and *“save up some money buy a house have that house paid off by the time you retire at 60 years old and then you have enough money saved up that and you a paid off house that you can just live the rest of your life happily.”* (Balaban, January 13<sup>th</sup>, 2022,).

#### 6. Video 6

This video was uploaded on October 3<sup>rd</sup>, 2022, and the duration is 58 minutes. In the sixth video, it fell into the category of *juvenalian* satire, where Balaban stitched with the account @iamrandypyron. He used a critical, serious, and sharp tone to discuss issues of injustice related to the negative labels attached to Black women, especially those with dark skin, in the video. He expressed his concern about the misguided and demeaning understanding of that group to boost viewership. This is evident in the phrases, *“So yeah, to hear that they're being labeled as innately violent by a black man might be especially hurtful.”* (Balaban, January 13<sup>th</sup>, 2022,), *“If my Jewish mother saw me disparaging Jewish women or any women for that matter online for clout, she would end me.”* (Balaban, January 13<sup>th</sup>, 2022,), *“You're right, I'm not tone policing this guy but I'm particularly disturbed by this video black women dark skin black women in particular are probably the most patient people on this planet because they themselves are the victims of more violence and vitriol than any other group ever.”* (Balaban, January 13<sup>th</sup>, 2022,), and *“I know this*

*isn't my business and I'm not gonna tone police this guy, but I do wonder what his black mother thinks about this shit.*" (Balaban, January 13<sup>th</sup>, 2022,).

#### 7. Video 7

This video was uploaded on October 6<sup>th</sup>, 2021, and the duration is 33 minutes. In the seventh video, it fell into the category of *herotian* satire. Balaban employs a casual style, creating absurdity by drawing a comparison between prostitution and pornography while highlighting the inconsistency in legal regulations. This expression underscores the incongruity or paradox in the laws regarding prostitution and pornography, raising questions about the logic behind the differing legal treatment of two activities involving sexual elements. This is evident in the phrases he poses, "*Have you ever considered how utterly ridiculous it is that prostitution is illegal, but pornography is legal?*" (Balaban, October 6<sup>th</sup>, 2021), "*I mean, prostitution is being paid to have sex and pornography is being paid to have sex but filming and distributing it so that other people can watch it.*" (Balaban, October 6<sup>th</sup>, 2021), and "*Hahahaha like what if murder was that way. Murder is illegal unless of course you're filming it and then streaming it online for people to enjoy.*" (Balaban, October 6<sup>th</sup>, 2021).

#### 8. Video 8

This video was uploaded on December 28<sup>th</sup>, 2022, and the duration is 22 minutes. In the eighth video, it fell into the category of *juvenalian* satire. Balaban is replying to @va.harleyrr who commented, "*Almost all abortions are because women can't take responsibility for their actions...A very small percentage are about health or rape.*"

Balaban expressed his criticism of comments that judged women who chose abortion. Throughout the video, Balaban confronted arguments that blamed women by highlighting policies that forced them to become mothers, even when unprepared. He used a sarcastic and critical tone to mock comments that he deemed lacking clarity of thought and portrayed that perspective as overlooking the complexity of decisions related to abortion. This is evident in the phrases, "*Ah, this is a real big brain comment here. Almost all abortions are because women can't take responsibility for their actions and your solution is to force them to become mothers.*" (Balaban, December 28<sup>th</sup>, 2022), "*You, on the other hand, want to let that child suffer, you wanna let that child starve, you wanna let that child go without a home or education or all of the above, and that's why you don't get to call yourself pro life.*" (Balaban, December 28<sup>th</sup>, 2022) and "*I'm pro life, my wife and I are actually raising a child, and we would gladly allocate our tax dollars to assist other children who weren't born into such fortunate situations.*" (Balaban, December 28<sup>th</sup>, 2022).

#### 9. Video 9

This video was uploaded on April 1<sup>st</sup>, 2022, and the duration is 59 minutes. In the ninth video, it fell into the category of *juvenalian* satire. In his expression, Balaban expressed his astonishment and disagreement with the inconsistent actions in the entertainment industry. He adopted a sharp critical tone and attempted to portray the absurdity of those decisions by presenting the fact that Polanski, a convicted child sexual abuser, was awarded and given a standing ovation at the Oscars.

His expression carried a tone of astonishment and anger toward the perceived immorality within the entertainment industry. This is evident in the phrases, "*Is that in 2002 y'all gave best*



*director to Roman Polanski, a convicted child r@pist, and they gave him a standing ovation even though he wasn't there and he wasn't there because if he comes to the United States, he will be imprisoned because he drugged and r@ped and assaulted a 13 years old girl but y'all gave him a standing ovation.”* (Balaban, April 1<sup>st</sup>, 2022), and *“Where was Jim Carrey's righteous indignation for the Oscars then because Jim Carrey was disgusted theyWill Smith received a standing ovation. He said Hollywood's no longer the cool club, Jim Carrey, how did you feel in 2002? You were probably in the audience, you were probably clapping.”* (Balaban, April 1<sup>st</sup>, 2022).

#### 10. Video 10

This video was uploaded on April 1<sup>st</sup>, 2022, and the duration is 54 minutes. The tenth video fell into the category of *juvenalian* satire, as the language used by Balaban tended to be sharp, coarse, and mocking. Additionally, he expressed deep hatred and dissatisfaction towards modern art. This is evident in the phrases, *“Modern art is trash.”* (Balaban, April 1<sup>st</sup>, 2022), *“This pretentious app, the only way in which that artist is creative is getting all of those Eurocentric pretentious assholes with way too much money to give him money to jump around on a trampoline and draw on the walls like my child.”* (Balaban, April 1<sup>st</sup>, 2022), *“If you paid to see this guy, you should be embarrassed, and he's hustling y'all.”* (Balaban, April 1<sup>st</sup>, 2022), *“Modern art is garbage, and I will die on that hill, I'm sure some of it nice but this performance bullshit is that's embarrassing.”* (Balaban, April 1<sup>st</sup>, 2022), and *“There is absolutely zero intrinsic value to that art except in the eyes of those who think that they understand something the rest of us don't.”* (Balaban, April 1<sup>st</sup>, 2022).

### 3.1.2 The meaning of Satire expression used by Balaban.

#### 1. Video 1

This video was uploaded on January 26<sup>th</sup>, 2022, and the duration is 17 minutes. *“this is easy when something is really funny, we are able to stay in the same place like not go anywhere when we laugh”* (Balaban, January 26<sup>th</sup>, 2022). In that context, the speaker intends to convey that black people are very reactive individuals. It is not just in funny situations, their reactions are always exaggerated such as hitting and moving when they laugh.

#### 2. Video 2

This video was uploaded on January 20<sup>th</sup>, 2023, and the duration is 59 minutes. *“you want me to fundraise, and you have the audacity to ask me how I might contribute my time, my skills, my knowledge, and you're gonna cash my check.”* (Balaban, January 20<sup>th</sup>, 2023). In that context, the speaker feels that it is inappropriate for the school to ask for more contributions from parents, especially after they have paid such high fees.

Furthermore, *“by the way before i continue if you're thinking about having children don't uh just get sterilized now.”* (Balaban, January 20<sup>th</sup>, 2023). In that context, the speaker suggests that if someone is considering having children, it would be better for them to undergo sterilization immediately to prevent worries and difficulties that may arise in the process of raising children. This depicts the speaker's disapproval or dissatisfaction with the idea of having children or perhaps highlights the challenges faced by parents in raising children.

#### 3. Video 3



This video was uploaded on June 16<sup>th</sup>, 2022, and the duration is 17 minutes. *“Beech, we got \$6 gas, 9% inflation, a bear market, and a mass shooting every week, and you're worried about RuPaul?”* (Balaban, June 16<sup>th</sup>, 2022). In that context, the speaker delivers sharp criticism towards Marjorie Taylor Greene, who is deemed to prioritize trivial issues (such as drag queen performances) over serious problems like high gas prices, inflation, a bearish stock market, and the frequent occurrences of mass shootings.

#### 4. Video 4

This video was uploaded on June 7<sup>th</sup>, 2022, and the duration is 53 minutes. *“Doesn't matter if you're liberal conservative, this should be terrifying to you and this should be illegal.”* (Balaban, June 7<sup>th</sup>, 2022), and *“This is one of the main reasons why you can't afford to buy a single-family home right now because hedge funds and foreign investors and Goldman Sachs and BlackRock are buying up single-family homes and controlling the rental market.”* (Balaban, June 7<sup>th</sup>, 2022). In that context, the speaker wants to convey their concern about hedge funds, foreign investors, Goldman Sachs, and BlackRock being among the main reasons for the difficulty in buying homes, indicating serious criticism of the role of financial entities in controlling the housing market.

*“Some of them are buying up single-family homes and letting them sit vacant because it's preferable to leaving money in a savings account as for them a hedge against inflation, this is terrifying.”* (Balaban, June 7<sup>th</sup>, 2022). In that context, the speaker wants to express their concern about certain entities buying homes and leaving them vacant, thus causing fear and not aligning with the needs of the community.

*“The primary wealth builder in the United States has always been property ownership and this is why you can't buy a home right now.”* (Balaban, June 7<sup>th</sup>, 2022). In that context, the speaker wants to express their concern about changes in property ownership dynamics, as this situation may hinder the community's ability to purchase homes. *“This is why you're being priced out of the market, and it doesn't benefit any of us.”* (Balaban, June 7<sup>th</sup>, 2022). In that context, the speaker wants to convey their concern because the community is having difficulty buying homes due to market dynamics and emphasizes that this situation is detrimental to everyone. *“This should be fucking illegal.”* (Balaban, June 7<sup>th</sup>, 2022). In that context, the speaker wants to convey that such a thing should be considered illegal.

#### 5. Video 5

This video was uploaded on January 13<sup>th</sup>, 2022, and the duration is 57 minutes. *“and because health insurance always has a way of getting out of paying for major major mega stuff, you will go bankrupt and then you will lose your house because you can no longer afford to pay even the property taxes on your house.”* (Balaban, January 13<sup>th</sup>, 2022,). In that context, the speaker wants to express their concern about the unequal healthcare and economic system in the United States, where even financially stable individuals can fall into bankruptcy due to high healthcare costs.

*“save up some money buy a house have that house paid off by the time you retire at 60 years old and then you have enough money saved up that and you a paid off house that you can just live the rest of your life happily.”* (Balaban, January 13<sup>th</sup>, 2022,). In that context, the speaker wants to express their hope of buying a house, paying it off before retirement, and having enough savings to live happily after retirement. In reality, not everyone has the opportunity or ability to

achieve this. Many factors, such as high living costs, economic disparities, and job uncertainty, can hinder someone from attaining this.

#### 6. Video 6

This video was uploaded on October 3<sup>rd</sup>, 2022, and the duration is 58 minutes. *“So yeah, to hear that they're being labeled as innately violent by a black man might be especially hurtful.”* (Balaban, January 13<sup>th</sup>, 2022,). In that context, the speaker wants to convey discomfort and concern about the negative label given by a black man to a black woman.

*“If my Jewish mother saw me disparaging Jewish women or any women for that matter online for clout, she would end me.”* (Balaban, January 13<sup>th</sup>, 2022,). In that context, this statement indicates the speaker disapproval of derogatory behavior by providing an analogy similar to the expression above.

*“You're right, I'm not tone policing this guy but I'm particularly disturbed by this video black women dark skin black women in particular are probably the most patient people on this planet because they themselves are the victims of more violence and vitriol than any other group ever.”* (Balaban, January 13<sup>th</sup>, 2022,). In that context, the speaker wants to express their concern about the video and underline the injustice experienced by black women. This statement exposes inequality and injustice, highlighting the paradox that although they may be the most patient, they also endure more violence and vitriol.

*“I know this isn't my business and I'm not gonna tone police this guy, but I do wonder what his black mother thinks about this shit.”* (Balaban, January 13<sup>th</sup>, 2022,). In that context, the speaker wants to acknowledge that this is not their concern, and they will not attempt to control how the person speaks. However, they still imply their disapproval and astonishment towards the action or opinion being discussed, which is a black man commenting on a black woman.

#### 7. Video 7

This video was uploaded on October 6<sup>th</sup>, 2021, and the duration is 33 minutes. *“Have you ever considered how utterly ridiculous it is that prostitution is illegal, but pornography is legal?”* (Balaban, October 6<sup>th</sup>, 2021). In that context, the speaker wants to convey the inconsistency that while prostitution is considered illegal, the production and distribution of pornography are considered legal.

*“I mean, prostitution is being paid to have sex and pornography is being paid to have sex but filming and distributing it so that other people can watch it.”* (Balaban, October 6<sup>th</sup>, 2021). In that context, the speaker wants to state that essentially both activities involve payment for engaging in sexual intercourse, but in the case of pornography, it is filmed and distributed for others to watch.

*“Hahahaha like what if murder was that way. Murder is illegal unless of course, you're filming it and then streaming it online for people to enjoy.”* (Balaban, October 6<sup>th</sup>, 2021). In that context, the speaker wants to explain that in the same logic, murder could be considered legal if it's filmed and streamed online for others to enjoy. This emphasizes the inconsistency found in laws regarding prostitution and pornography.

#### 8. Video 8

This video was uploaded on December 28<sup>th</sup>, 2022, and the duration is 22 minutes. *“Ah, this is a real big brain comment here. Almost all abortions are because women can't take responsibility*

*for their actions and your solution is to force them to become mothers.”* (Balaban, December 28<sup>th</sup>, 2022). In that context, the speaker wants to explain that almost all cases of abortion occur because women are responsible for their actions, not because of their inability to take responsibility. He implies that the proposed solution to force these women to become mothers does not solve the problem effectively and instead only creates new issues. By saying *“Ah, this is a real big brain comment here,”* the speaker expresses disbelief or astonishment at the argument considered foolish or shallow.

*“You, on the other hand, want to let that child suffer, you wanna let that child starve, you wanna let that child go without a home or education or all of the above, and that's why you don't get to call yourself pro life.”* (Balaban, December 28<sup>th</sup>, 2022). In that context, the speaker wants to explain sharply that the commentator has depicted that their viewpoint would let children suffer, starve, and be without a home or education.

*“I'm pro life, my wife and I are actually raising a child and we would gladly allocate our tax dollars to assist other children who weren't born into such fortunate situations.”* (Balaban, December 28<sup>th</sup>, 2022). In that context, the speaker wants to affirm that they themselves are someone who supports life, and they are willing to use their taxes to help children in need. They reiterate that their counterparts cannot be called *“pro-life”* because of their indifferent attitude towards the well-being of children born into difficult situations.

#### 9. Video 9

This video was uploaded on April 1<sup>st</sup>, 2022, and the duration is 59 minutes. *“Is that in 2002 y'all gave best director to Roman Polanski, a convicted child r@pist, and they gave him a standing ovation even though he wasn't there and he wasn't there because if he comes to the United States, he will be imprisoned because he drugged and r@ped and assaulted a 13 years old girl but y'all gave him a standing ovation.”* (Balaban, April 1<sup>st</sup>, 2022). In that context, the speaker aims to explain by exposing the hypocrisy within the entertainment industry, reminding that in 2002, the Oscars awarded Roman Polanski, who had been proven to commit child rape. Polanski received a standing ovation even though he was absent from the event due to the risk of arrest.

*“Where was Jim Carrey's righteous indignation for the Oscars then because Jim Carrey was disgusted that Will Smith received a standing ovation. He said Hollywood's no longer the cool club, Jim Carrey, how did you feel in 2002? You were probably in the audience, you were probably clapping.”* (Balaban, April 1<sup>st</sup>, 2022). In that context, the speaker wants to explain that the statement implies disappointment with Jim Carrey because he appears to show injustice in reacting to similar situations in the past. The speaker highlights that Carrey did not show anger or disappointment when Roman Polanski received a standing ovation in 2002, despite Polanski being convicted of child rape. Furthermore, the speaker rhetorically questions Carrey's feelings at that time, suggesting that Carrey might have been in the audience and applauded Polanski, indicating inconsistency in Carrey's stance toward similar situations happening now. This illustrates the hypocrisy in reacting to controversial incidents within the entertainment industry.

#### 10. Video 10



This video was uploaded on April 1<sup>st</sup>, 2022, and the duration is 54 minutes. “*Modern art is trash.*” (Balaban, April 1st, 2022). In that context, the speaker wanted to express firmly his view that modern art is trash, indicating his dissatisfaction with the overall quality of modern art.

“*This pretentious app, the only way in which that artist is creative is getting all of those Eurocentric pretentious assholes with way too much money to give him money to jump around on a trampoline and draw on the walls like my child.*” (Balaban, April 1<sup>st</sup>, 2022). In that context, the speaker wants to convey that the only way for the artist to be creative is by obtaining financial support from wealthy, overly arrogant, and Eurocentric individuals, whom he tends to perceive as lacking deep knowledge of art.

“*If you paid to see this guy, you should be embarrassed, and he’s hustling y’all.*” (Balaban, April 1<sup>st</sup>, 2022). In that context, the speaker wants to convey that those who pay to see modern art pieces imply that they should feel ashamed for being deceived by the artist.

“*Modern art is garbage, and I will die on that hill, I’m sure some of it nice but this performance bullshit is that’s embarrassing.*” (Balaban, April 1<sup>st</sup>, 2022). In that context, the speaker wanted to assert his view that modern art is trash, even at the risk of defending it. Although he acknowledged that there may be some good pieces, he specifically condemned performance art, which he found embarrassing.

“*There is absolutely zero intrinsic value to that art except in the eyes of those who think that they understand something the rest of us don’t.*” (Balaban, April 1<sup>st</sup>, 2022). In that context, the speaker wants to state that art lacks significant transformative value except for those who feel they understand something others do not, highlighting the exclusive perspective of modern art enthusiasts.

## **3.2 Discussion**

In this part, there are two topics of discussion that the writer is going to analyze, there are the types of satire used by Balaban in his TikTok account and the meaning of satire found in Balaban's TikTok account.

This section discusses the types of satire used by Balaban in his TikTok account. The writer took only 10 videos that consisted of satire. Furthermore, the analysis was based on Holman's theory. In addition, the writer formulated the types and meanings of satire in Balaban's content based on the results of the findings.

### **3.2.1 Types of satire in Balaban TikTok account**

In this part, the writer formulated the result of the findings based on the video in Balaban TikTok account which is used in the first video until 10 video. All the materials were formulated based on the strategy of Holman theory.

Holman (1992: 168-169) states that there are two divisions of satire; Direct or Formal Satire and Indirect Satire. When the satiric voice speaks out in the first person or else a character within the work itself is called Direct or Formal Satire, Horatian and Juvenalian are forms of direct satire. While indirect satire employs a plot through which the characters make themselves ridiculous by their actions and speech.

In Horatian satire, a vague allusion was used to mock someone subtly without addressing the core of the problem. Additionally, sometimes something was likened to something else to offend someone, as seen in video 1, video 5, and video 7. In these videos, Balaban gave satire softly without insulting directly, using a parable; this is called Horatian. Besides Horatian, there was also Juvenalian satire. Juvenalian satire itself was known for being angry and bitter, used to offend someone directly, as seen in video 2, video 3, video 4, video 6, video 8, video 9, and video 10. In these videos, Balaban used satire rudely without conveying jokes or simple words and was straight to the point.

In addition, the writer only collected data from 10 videos, with only 3 containing Horatian satire and 7 containing Juvenalian satire. This is because the speakers covered different topics; for instance, some consistently employed Juvenalian satire in their critiques. Meanwhile, other speakers delivered their critiques and jests in a relaxed and unhurried manner. Nevertheless, all of this was aimed solely at helping the speakers communicate effectively, entertain, and inspire social change.

### **3.2.2 The meaning of Satire expression used by Balaban**

The writer analyzed the first ten videos from Balaban's TikTok account using Holman's theory and various sources. Satire creators play a key role in conveying criticism or entertainment, but the meaning of their work can vary. For example, Balaban used humor, irony, and satire to address social issues and criticize behaviors, aiming to provoke social change. However, viewers interpret these messages differently based on their personal experiences. The writer noted that cultural, social, and political backgrounds heavily influence how individuals understand satire. Thus, varied interpretations are normal in the complex field of art and communication.

## **4. Conclusions**

Based on the findings and discussions in Chapter IV, the writer draws the following conclusions: Balaban's TikTok content used sentences with satire, showing three instances of Horatian satire and seven instances of Juvenalian satire. The study analyzed 29 data points to understand the satire's meaning, ensuring clarity despite Balaban's harsh language. Horatian satire appeared in videos 1, 5, and 7, while Juvenalian satire was found in videos 2, 3, 4, 6, 8, 9, and 10.

## **5. Suggestions**

Based on conclusions above, the writer recommends some suggestions, as follows:

1. For future researchers, it is suggested to delve deeper into satire, especially its types and functions. Researchers also recommend exploring other theories in analyzing satire that can be used to conduct and develop this type of research.
2. For readers, it is suggested to use satire in the public sphere only for specific purposes and not to provoke anger in others.

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