

EMOJIS AFFECT THE MEANING OF SARCASM SENTENCES ON SOCIAL MEDIA TWITTER: EVIDENCE FROM INDONESIA MILLENNIAL GENERATIONS

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ABSTRACT

This study discusses the semiotic analysis related to the sarcasm emoji used by users on social media Twitter. This study aims to describe the types of emojis sarcasm and how emojis affects users on Twitter. This research used a qualitative descriptive research. The data source is taken from user comments on Twitter from March to May 2023 on the @indomiemojis account. The results showed that there were 3 types of emojis sarcasm found, namely: no emojis, positive emojis, and negative emojis in comments on the Twitter account @indomiemojis. There are 100 comments consisting of 40 types of no emojis, 30 types of positive emojis and 30 types of negative emoji. Then, the researcher found the factors of using sarcasm emoji, namely thoughts, expressions, and opinions. and the affects of using sarcasm emojis are that they can lead to misunderstandings or misinterpretations and making sentences more emotional that offend someone, then cause confusion and conflict. Also, most of the users use sarcasm emoji based on the post they want to comment on that post.

Keyword : Semiotic analysis, Emojis Sarcasm, Twitter

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1. INTRODUCTION

Currently, changes in how we communicate directly result from how languages and cultures evolve (Wagner, et al., 2020). People are experimenting with new methods of communication as the availability of modern tools grows (Camp, 2018). Many of the messages that people used to get across when their talk surpasses what they say (Dews, et al., 1995). Communication can be done verbally or non-verbally, for example, through sarcasm. Sarcasm is a refined kind of irony that is frequently used on social networks and blogs since these platforms frequently encourage trolling and/or criticism of others (Sarsam, et al., 2020). Figurative language like irony and sarcasm is frequently employed to convey the antithesis of what is being conveyed directly (Garcia, et al., 2022). Sarcasm is a specifically hostile variant of irony that uses more overt cues, markings, and emphasis (Attardo, 2000). Then, using ironic claims to communicate dissatisfaction while typically intending to offend a group of individuals known as sarcasm (Kreuz & Glucksberg, 1989). Those that use sarcasm often want their audience to understand what they're trying to say (Cui, 2022). The most typical usage of sarcastic remarks is to criticize someone (for example, stating, "You're early!" to a colleague who arrived late to a meeting), but who can also use it to compliment someone (for example, "You're such a dreadful tennis player!" to a friend who wins a significant tennis championship despite denying having any tennis skills) (Filik, et al., 2015). Furthermore, how we share information has been revolutionized by technological developments in the digital sphere (Boutet, et al., 2021). Thus, many people express their feelings on social media using emoticons (Alita, et al., 2019). Emoticons and emojis are included in semiotics. Semiotics is the scientific study of sign, sign operation, and message formation. A symbol represents a thing that implies something different to different people (Ramadhani & Dewi, 2023). Emoji usage and variety have grown recently, especially for emojis that are objects rather than faces (Riordan, 2017).

Conversely, emoticon usage in network communication is increasing, and there are many ways to employ them (Bai, et al., 2019). Emoticons are visual representations of emotions that are made by inventively reusing and combining existing characters to symbolize something new, such as something that cannot be expressed in words or that may be "said" simpler through symbols (Thompson & Filik, 2016). In situations where non-verbal cues are essential, emojis can help bridge the gap in meaning when communicating via text (Subramanian, et al., 2019). However, the use of emojis in online communication has become very popular (Paggio & Tse, 2022).

Moreover, when words fail, emojis express the sender's true feelings while saving time and space and, most importantly, getting the reader's attention (Wagner, et al., 2020). People commonly create and utilize "emoticons," "smiley faces," or "relationship symbols," which are typographic characters that are slanted to approximate similar facial expressions and are intended to convey messages with social value (D'Addario, 2001). In addition, the use of emoticons can lead to positive or negative messages sent by users. According to Wall, et al., (2016) positive emoticons also improved one's perception of someone's agreeableness, openness, and responsibility. Negative emoticons made both positive and negative utterances be judged more negatively, according to Walther and D'Addario (2001). Furthermore, online writing lacks the nonverbal indicators seen in face-to-face communication, which give extra contextual information about the speech, such as the speaker's intention or emotive state. To address this need, a variety of orthographic elements, such as emoticons, expressive lengthening, and non-standard punctuation, have gained popularity on social media platforms like as Twitter and Instagram (Eisenstein, et al., 2015). Social media opinions give people across the world access to what others think about issues and subjects that are relevant to their everyday life (Kannangara, 2018). We all read and write short messages regularly. We rely on highly well-liked services like Twitter, Instagram, and WhatsApp to share our interests, beliefs, feelings, and everyday activities through brief texts. In terms of writing style and, more broadly, in terms of how they interact with one another on these Social Media services, users of these platforms are incredibly different. However, they do have one thing in common: the use of emoji (Barbieri, et al., 2016). Furthermore, emojis raise the question of whether they are simply revitalizing a much earlier form of expression in the digital sphere or whether they are creating a new visual language for a new technologically savvy generation.

One group in particular, those who are classified as Millennials (i.e., born after 2000), are heavy users of these devices. Emojis and early pictorial or symbol languages have many similarities and were a step in the formation of spoken languages (Alshenqeeti, 2016). On the other side, one aspect is that the millennial generation has benefited from globalization and technological advancement. This generation makes extensive use of technology in both the information and communication fields (Ardi, et al., 2020). When compared to face-to-face interactions, millennials frequently spend more time on social media. It's the same with the Indonesian millennial generation who use Twitter. As well as the number of Indonesian Twitter users is the most in any country. Twitter users' tweets range from overwhelmingly complimentary to overwhelmingly negative (Alita, et al., 2019). Twitter is a social networking site where people may share their opinions on many subjects, people, organizations, and events. Tweets may include either positive or negative expressions of sentiment (Wiguna, et al., 2021). In this case, the background of the researcher conducting this research is to find out how emojis affect meaning in sarcastic sentences and become evidence in the millennial generation in Indonesia on social media Twitter. This research was conducted to find out how sarcasm emojis are popular and affect communication on Twitter social media. Therefore, the researcher chose the title "How Emoji Affect the Meaning of Sarcasm Sentences on Social Media Twitter: Evidence from Indonesia's Millennial Generation" because Indonesian millennials often use social media to communicate, one of which is Twitter. Writing in the language of the millennial generation on Twitter often uses emojis to express what is communicated to other people. The emoji contains the meaning or intent of the sender on social media. Therefore, the writer is interested in choosing this title to be analyzed.

2. RESEARCH METHOD

In this study, the researcher used descriptive qualitative research as a research design. Sugiyono (2005: 60) states that qualitative research is research that is used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perception and thoughts of people both individually and in groups. The researcher chooses social media in Twitter because the researcher found many social media users using the sarcasm emoji. The data source used in this research are taken from social

media Twitter @indomieliovers. This study aims to obtain detailed information about sarcastic emoji in comments on the social media site Twitter account @indomieliovers. This research used documentation as the source of the data. To describe about emoji the writer used the theory proposed by Filik, et al., (2022). The way how the collect the data is by observing & identifying twitter @indomieliovers social media. The researcher also spread the questionnaire to know how the emoji sarcasm sentence affects the Indonesia millennial generation using google form. Then, the writer analyzed the data found in social media Twitter used the theory by Boutet, et al., (2021) to explain about the types of emoji and Alita, et al., (2021) to explain the effect of emoji sarcasm language in Twitter @indomieliovers social media. In obtaining the data, the researcher chose the @Indomieliovers comments account on Twitter from 01 March to 31 May 2023 to be the source of this study. In this study, the researcher also used several theories from some experts to describe about the types of emoji and the effect of using emoji in social media Twitter. Besides, the writer also used the questionnaire to take the data and know its effects.

According to Suhartono (2008: 69-70), methods for gathering information that may be processed and evaluated within a study design are known as "data collecting techniques". The following techniques were used to gather the data that are: (1) searching social media for items that contain sarcasm emojis on Twitter @indomieliovers. The researcher finds items in the comments section. (2) deciding & identifying which data will be utilized as research's sources and (3) making questionnaire about the effect of emoji sarcasm language (4) the researcher made the table that contains emoji from social media Twitter, the last (5) the researcher collects the emojis that have sarcasm sentences. In this study, researcher used data analysis techniques based on Miles and Huberman (1994), which involved three steps: data condensing, data display, and conclusion drawing or verification. The first step in analyzing data involves data condensing. Data condensing means the process of data condensation refers to the selection, abstraction, and transformation of the data. Data from the Twitter account @Indomieliovers was selected to ascertain the presence of the sarcasm emoji feature, the language utilized, and the realization of the sarcasm emoji. The second step is data display. In other words, a display is a condensed and orderly collection of data that may be used to make decisions and take action. The development of a research issue serves as the foundation for the data reduction and visualization processes. The data gathered via qualitative research is often in the form of narratives. Therefore, it needs simplicity without lowering its contents. This is accomplished by offering a collection of organized information and the potential to form conclusions (Mulia, et al., 2020). The data will be examined by determining which Twitter emoji is used to express sarcasm in the comment column of the @Indomieliovers account and how sarcasm can be represented in emojis. Next, all the data are collected and put them in the table. Conclusions are drawn to show the data. The third phase in the examination of qualitative data is drawing or verification. The conclusion of the analysis and a double - check with the collected evidence comprise the last step of the several stages that have been completed. Based on factual data, statistics, and the outcomes of the genuine study. The researcher classifies the data from social media Twitter that contain emoji sarcasm. The last, the researcher draw the data based on the theory proposed by Boutet, et al., (2021) to describe the types of emoji and Alita, et al., (2021) to describe the effect of emojis.

3. Result and Discussion

Data obtained from social media Twitter on the account comments @indomieliovers and screenshots of images reveal that various sarcasm emojis are used. There are four types of sarcastic emoji that exist on Twitter accounts: no emojis, positive, negative, and neutral emojis. Sarcasm emojis were found in accounts viewed between March and May 2023. The data collection steps in this study began by observing Twitter user comments. Then, the researcher made a table to determine the types of sarcasm emojis and to determine the impact of sarcasm emojis on social media, the researcher used a questionnaire that spread for twenty two students who studied in English study program at UMSU. From the finding of the research there are three types of emojis: no emojis, positive emojis and negative emojis. According to Alita et al., (2019) many people express their feelings on social media using emoticons and Twitter users' tweets range from overwhelmingly complimentary to overwhelmingly negative. Based on the results of a questionnaire conducted by researcher on twenty two student's Twitter users, most of them use sarcasm emojis depending on what they comment on. This can be seen from the five questions given to students using Twitter. The results of the questionnaire show that they use sarcasm emojis based on posts that interest them and comment on

them based on their mood. They also often use emojis in their comments even though they do not know the meaning of the emojis they use on Twitter and from the results of the questionnaires that the researcher gave to the respondents they agree that the use of sarcasm emojis greatly affects Twitter users, especially the millennial generation.

There are several affect factors for twitter users namely: thoughts, expressions and opinions. (1) for the thought factor, they reveal that many people misinterpret the meaning of the emoji, for example if we want to make a joke with some emoji from social media, not everyone can understand the meaning it's just a joke and sarcasm emoji can help communicate sarcastic intentions or more plainly ironic. In writing, without facial expressions and intonation, sarcastic intent can be difficult to recognize, so sarcasm emojis can help prevent misinterpretation for examples: "Ngarepnya lebaran makan mie ayam bakso. Tapi udh ga dapet THR lagi krna udh gede. Akhirnya makan indomie lag Terimakasih indomie masih setia Bersama kuu (Waiting for Eid to eat chicken meatball noodles. But I can't get THR anymore because I'm already big. Finally eating indomie again ". "Thank you Indomie, still loyal to you me)". This comment included in thought factor because the expectations of commenters to eat chicken meatball noodles were not fulfilled due to not getting THR money which could be used to buy meatball chicken noodles so that it became a burden on thoughts expressed on Twitter social media which in the end ate indomie instead. (2) for the expression factor, they reveal that the sentences uttered are livelier, the feelings/emotions contained in the sentences uttered are more visible, the sentences are not monotonous. Then, the person who reads the message may not really understand the meaning of the sarcasm, making a mistake. And, there is a risk of upsetting people. Sarcasm emoji sometimes make people offended or not happy. Finally, using too many sarcasm emojis can make people look less serious, especially when we want to talk about important things for examples: "Indomie sambal matah kemana min? :(Indomie where's the sambal matah, min? :)", "GUE PERNAH? NYESEK BGT,?½(HAVE I EVER BEEN? IT SUCKS ½?)".

These comments included in expression factor because commentators expressed their feelings on social media Twitter which symbolized feelings of sadness caused by not finding the taste of the sambal matah variant anymore which was not produced again by Indomie and (3) for the opinion factor, they revealed that sarcasm emoji users felt they had expressed their opinions explicitly. Then, the use of sarcasm emoji is often misused by irresponsible parties, sometimes it can also be a medium to ridicule or drop opinions on social media and sometimes even with sarcasm emojis, sarcastic messages can be misinterpreted by readers who don't recognize their true intentions. This can lead to confusion or even conflict for examples: "Menurutku rasanya macem pipis guguk (I think it feels like dog's peeing)", "Mending rasa iga penyet balikikn deh min, demen bgt soalnya." (It's better to feel like the ribs are stuck, come back, min, I really like the problem.)". These comments included in opinion factor because Commenters expressed their opinion about the taste of the latest variant of Indomie products which according to users tasted bad like the taste of peeing dog and other users instead asked for the taste of the variant that had been lost in production by Indomie again. Questionnaire answers were taken from only ten respondents from twenty two respondents namely: respondent 1 said that the use of sarcasm emojis can cause division in cyberspace. In addition, respondent 2 said the use of sarcasm emojis is useful for conveying the expressions we make when we have an opinion about something, so these emojis can represent our expressions for examples: "Meninggalnya di hari ke brp yh ". (what day did he die?.)".

Respondent 3 said sarcasm emojis can help add context and nuances of emotions that are difficult to express in words and they can avoid misunderstandings, because they can help and people understand that a statement is actually sarcastic and also sarcasm emojis can make messages more interesting and entertaining, increase attractiveness for examples: "uda lama ga makan indomie min, mau dong indomienya langsung dari adminnya"- (it's been a long time since I've eaten indomie min, I want the indomie directly from the admin-v)". Besides, respondent 3 said the reason was only to express her feelings and expressions. Then, respondent 4 said the advantage of using sarcasm is that you can be more sarcastic directly at the target person for examples: "Kalo dibikinnya jam 12 siang gmn min? :'_ Itu temen baik apa temen lucknut? (What if it's made at 12 noon? :'_ Is that a good friend or a friend of a lucky person?)". Respondent 5 said she thinks that in social media many people used those emojis to develop their emotional for examples: "MIN BALIKIN INDOMIE RASA KALDU AYAM DONGGG, I CAN'T LIVE WITHOUT INDOMIE KALDU AYAM.".(MIN, RETURN INDOMIE TASTE OF CHICKEN KALDU, I CAN'T LIVE WITHOUT INDOMIE CHICKEN KALDU..)." Respondent 6 said the use of sarcasm emoji is often misused by irresponsible parties, sometimes it can also be a medium to ridicule or drop opinions on social media for examples: "Hari lebaran usus buntu (Appendicitis Eid

day †"H")". Respondent 7 said sometimes the use of the sarcasm emoji can offend or misunderstanding the reader in interpreting a sarcasm emoji for examples: "jangan lupa mylanta ny"H"†(Don't forget MilantaH""†)". Respondent 8 said can hurt other people's feelings indirectly for examples: "Buset, itu kecap apa muntahan dahak? :^ y Ane makan indomie goreng ga pernah kaya gitu min sisa kecapnya. Soalnya ane aduk sampe rata (Damn, is that soya sauce or vomiting phlegm?I've never eaten fried Indomie like that, especially if there's soy sauce left over. Because I stir it until it's smooth)". Respondent 9 said sometimes emojis can make people uncomfortable with impolite emoticons for examples: "Min adain eskrim indomie rasa rendang pls""H† (Min, please make indomie ice cream with rendang flavor pls†"H)". And, the tenth respondent said Many people will misunderstand and spark debate for examples: "Kalian makannya ada sisa? ;:†-*/.*)". (Are you eating any leftovers? In addition, some reasons Twitter users use sarcasm emojis in comments are related to controversial opinions or opinions they don't really support, but express in a sarcastic way for examples: controversial news posts and heated debates. From the explanation above, it can be concluded that the factors influencing Twitter users, especially the millennial generation, are thoughts, expressions and opinions. The thought factor, the existence of a misunderstanding or misinterpretation in the sentence and the expression factor, making the sentence more emotional, finally the opinion factor which can cause confusion or conflict in the sentence. Also the reasons of users use sarcasm emojis on Twitter to express their feelings and they use sarcasm emojis based on what posts they want to comment on by giving their opinion in the comments column.

After analyzing the data, three types of emojis were found on social media Twitter on the @Indomielovers account namely; no emojis, positive emojis, and negative emojis. According to Boutet et al., (2021) it is said no emoji because sentences containing sarcasm do not use emojis or emoticons and emoji that are considered positive tend to only be used with sentences that are either (congruent) positive or neutral. Also, Regardless of the text valence, the negative emoji altered the sender's perceived emotional state to the negative. The positive emoji had a smaller effect than the negative emojis. Then, after analyzing the data, the researcher found that the no emojis type contained 40 comments used by users in their comments. For positive emojis type found 30 positive emojis used by twitter users. And for negative emojis type found 30 comments used by Twitter users on the @indomielovers account. And it can be concluded that they use sarcasm emojis depending on what they like and what makes them interested in commenting on the post. Based on the results of the questionnaire, it can be concluded that sarcasm emoji have an influence on Twitter users. Most Twitter users use sarcasm emojis to convey thoughts, opinions and expressions in their comments. The thought factor, the existence of a misunderstanding or misinterpretation in the sentence and the expression factor, making the sentence more emotional, finally the opinion factor which can cause confusion or conflict in the sentence and the affects of using emojis are that it can cause misunderstanding or misinterpretation and offending someone also causes conflict. In addition, most Twitter users use sarcasm emojis on social media to be more confident in conveying their messages/comments because using sarcasm emojis can add emotional feelings to them.

4. CONCLUSION

Based on the research results obtained some conclusions as follows following: (1) based on theory Boutet et al., (2021) which states there are 4 types of sarcasm emojis namely: no emojis, positive emojis, negative emojis and neutral emojis. After being analyzed the researcher found 100 comments using the emojis sarcasm in comments on the @Indomielovers account on Twitter social media. The researcher found 3 types of emojis sarcasm, the first type of no emojis found 40 comments containing sarcasm /without the emojis that users use in comments. Then, positive emojis found 30 comments containing positive emojis. And for negative emojis, 30 comments used by users that contain negative emojis were found. Based on the results above that users use sarcasm emojis depending on what posts they like and what they want to comment. In addition, the factors that influence users who use sarcasm emojis are emotions that are also related to thoughts, expressions and opinions. (2) in addition, based on the theory of Alita et al., (2019) which states many people express their feelings on social media using emoticons and Twitter users' tweets range from overwhelmingly complimentary to overwhelmingly negative. The researcher found based on the results of a questionnaire conducted by twenty one people, the reason users use sarcasm emojis is only to convey feelings, opinions, expressions to convey their opinions and the impact of using sarcasm emoji is that it can cause misunderstanding or misinterpretation and can offend people. Then, the

emojis make the sentence more emotional and can cause confusion and conflict. Also, most of the users use sarcasm emoji based on the post they want to comment on.

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