

FIGURATIVE LANGUAGE IN “MYSTERIOUS THINGS” SEGMENT OF HIROTADA RADIFAN’S YOUTUBE CHANNEL

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Abstract

The existence of figurative language in every people’s communication indicates the uniqueness of language itself. It beautifies oral and written communication. This research aims to find out and describe the use of figurative language in ‘Mysterious Things’ segment of Hirotada Radifan’s YouTube channel. There were 28 videos has been collected from the YouTube channel using *Simak* and *Catat* method in 3 months. For analyzing the data, *Pilah Unsur Penentu* method was implemented. The result of this research was presented using sentence form and it showed that the figurative languages often used by the speaker were simile, sarcasm, metaphor, satire, hyperbole, and irony. Besides, the performative utterances found in this research were exercitives, behabitives, and expositives. In conclusion, the unique utterances in each of his video contains various figurative language to beautify the speech and entertain the viewers so it can increase the viewers and subscribers.

Keywords: Figurative language, mysterious things, performative utterance, youtube channel

INTRODUCTION

Languages nowadays have developed rapidly, in either real or virtual life. It can also be seen in the spoken and written language. The place where the languages uttered are not only directly between one another like dialogue, but also in the monologue that is done by the vlogger, YouTuber, and so-called. Pereira et al., (2018), in their study, stated that YouTube supposedly breaks the monopoly of corporate media easily in creating content and its distribution to large audiences. People will feel free for sharing their content and engaging with the viewers with the content largely their request. Between the contents which interact with the viewers, one of them is doing a monologue. YouTube obviously provides lots of information (Snickars&Vonderau, 2009), such as tutorials, education, pranks, podcasts, etc and there is popular jargon like “YouTube is more than TV” (Sukarto&Fauziah, 2022).

Many YouTubers perform by doing monologues for telling the facts, stories (past viral stories), viral news, case investigation, conflicts, history or legends, etc. Their own languages also vary in accordance with how they want to be as attractive as their viewers and subscribers expect. Some of them use language such as implicature which they do not utter indirectly and implicitly or use figurative language such as metaphor, irony, hyperbole, meiosis, or synecdoche. The use of figurative language depicts someone’s special characteristics in their way of content delivering. As one of the language functions, they are such as communication, identity expression, play, imaginative expression, and emotional release (Krisnawati et al., 2021).

Figurative language is particularly used in literary work. Figurative language is included in language style which discusses how people communicate formally and informally to convey social or artistic effects (Purnomo et al., 2022) and also gives deep effect in communication style to make it seems polite, stylistic, and powerful. Particularly, Perrine & Arp (1963) defines figurative language as talking about something in an unusual way and intentionally interpreting it with a different meaning from what he talks. It is aimed at considering the readers or the audiences. Figurative language requires imagination to use to consider the meaning (Ramadhan, 2022). This figurative language is utilized by the speaker or essayist for comparing (in simile, metaphor and personification, making something exaggerated (in hyperbole) or even making allusion of something or someone else to expect others to understand the actual meaning.

Before this study was conducted, the previous research was done by Dewi Untari (Untari, 2019) entitled *Gaya Bahasa dalam Meme di Media Sosial*. This study focused on the figurative language and speech act used in the meme *dagelan_jowo* instagram account. The figurative languages used are such as criticism, irony, cynicism, sarcasm, satire, and innuendo. Then the speech acts are representative/assertive, directive, expressive, commissive, and declarative. The dominant figurative language and speech acts use are criticism and representative/assertive speech act. The second one was conducted by Ni Nyoman Ayu Krisnawati, Ida Bagus Gde Nova Winarta, and Ni Nyoman Deni Ariyaningsih (Krisnawati et al., 2021) entitled *Types of Figurative Language in Miley Cyrus's Songs*. This research was aimed at finding out the types of figurative languages used in the song lyrics of Miley Cyrus' 'Breakout' album. The results showed that figurative language used in this album was dominantly hyperbole and metaphor. The gap between those two kinds of research with this study lied on the subject of research. This research uses Hirota Radifan's YouTube Channel while those two are different subjects of research. The gap also lied on the media used in which this research employs YouTube and the two previous ones used Instagram account and songs.

Literature Review

Metaphor

Metaphor has the objective of describing the different meanings of things to different people (Glucksberg, 2001). Further, it challenges for two reasons. Firstly, the term is utilized in several different, senses, and communicative distinctions. Secondly, both within and between its different senses, definitions vary to reflect sharply different theoretical agendas and assumptions. As the definition, metaphor is a thing considered as representative of some other (usually abstract) thing. It compares two things without using any comparison terms (such as as, like, than).

Simile

Simile is defined as a direct comparison to state the same thing with others (Keraf, 2009) that is perhaps unrelated seemingly. The words used frequently are like, as if, as though, and similar to. This figurative language is used for comparing an activity with the utterances. Simply, something is like or as something else. As stated by MasterClass (2021) simile is a great way for making writing more attractive and memorable without losing clarity. It makes writing more beautiful and can be associated with hyperbole, like the example, "John runs as fast as lightning" which is a hyperbolic simile to make a comparison and compelling description.

Hyperbole

Hyperbole has the definition of exaggerating what is actual to seek the attention of the readers or audiences. Hyperbole is regarded to be associated with metaphor and irony which used tropes, but extravagant and even ridiculous. Further, hyperbole puts a picture into the mind of the 'reader' (Turayevna, 2019). It is not meant to be interpreted literally, but for increasing the beauty of speech and emphasizing something/someone.

Sarcasm

Sarcasm is a figurative language for delivering allusion rudely (Ekowati et al., 2021). This is stated for revealing the anger in the form of insult directly. In other words, sarcasm is an aggressive type or irony overtly, with clearer cues and a clear target (Attardo, 2000). Particularly, compared with irony, sarcasm has a more negative connotation since it is hurtful and of course includes criticisms. When using sarcasm, someone commonly uses aggressive tones and it often can cause conflict because of poisonous sting of contempt, hurting others and harming relationships. Besides, Gino (2015) stated that sarcasm can promote great creativity for those both the giving and receiving end of sarcastic exchanges. In her research example, sarcasm was used to convey humorously as the boss says upon catching his worker surfing the internet "John, don't work so hard" which has a different meaning from the actual one. It can make the worker aware, back to his duty, and stop surfing the internet.

Satire

Satire is for delivering the allusion directly about the bad attitude of someone (Ekowati et al., 2021). It is aimed at offending and insulting directly. Sometimes it is also for humor (raising laughter for embarrassing) or ridiculing to expose someone's stupidity particularly in the context of contemporary politics or other topical issues. Hence, the speakers will use irony, exaggeration, or other devices for poking fun at a social custom or tradition, leader, or social figure, whom they want to call into question or comment on.

Irony

Irony means figurative language for integrating contradictive words with the actual facts. As defined by Webster that irony is the use of words to express something other than and especially the opposite of the literal meaning. It is also called tropes in which the literal meaning is replaced by a related figurative meaning, like a metaphor. Irony often happens in the incongruity between the speaker's words and the actual event, such an example: "What a fine day!" with heavy rain happening out there (Tabacaru, 2019).

Hirotda Radifan's language in delivering his segments on the YouTube channel, 'Mysterious Things' is chosen to be investigated in this study. The uniqueness of his language triggers to conduct this study to get the interpretation of each utterances. The utterances are derived from how Radifan tells the stories and how he responds to those stories. Some expressions such as criticism, irony, and sarcasm frequently are stated when telling his 'Mysterious Things' segment. This segment contains the viral cases to be investigated, legends of a place, the facts in the past, and some stories that make everyone says 'it's crazy!' or appears the annoyance. This segment has its own jargon in which when Hirotda says '*Selamat Datang di Mysterious Things, Apa kabar dunia? Sudah gilaaa!*' (Welcome to Mysterious Things, how is the world? It's sooo crazy!). He uploads

videos almost every day with different segments. The 'Mysterious Things' segment has more viewers with an average reaches more than 500.000 views.

In his theory, Austin (1962) established the term 'Performative utterance' to analyze meaningful expressions and truth conditions. The performative utterance has the power to influence the watchers/audiences and engage them to be responsible with his utterance. He explains five different groups of performatives, such as (1) Verdictives, acts for providing judgments or findings, like estimate, value, assess; (2) Excercitives, indicates the exercise of powers, influences or rights, like order, dismiss, dedicate; (3) Commissives, states the intentions, commitments, and promises, like promise, plan, swear, guarantee, and bet; (4) Behabitives, shows expressions of attitude and social behavior like congratulate, (5) Expositives, refers to the verbs for discussing and making an argument by providing different clarification kinds, like ask, concede, assume and hypothesize. Furthermore, this research will analyze the performative utterance used by Hirotada Radifan in each of his languages.

METHOD

There were two approaches in this research, theoretical and methodological approaches. Pragmatics stylistic was used in this research as the theoretical approach. Hence, the theoretical approach was related to the use of language to be discussed with the linguistics theory. As a methodological approach, this research was conducted in descriptive qualitative to analyze the data in which the data were gathered from Hirotada Radifan's youtube channel especially the 'Mysterious Things' segment. They were the videos from April 2022 until June 2022 and the total was 28 videos. The average length of the videos was 11-22 minutes. Then, the data were gathered using *simak* and *catat* methods. In *simak* method, the researcher implemented *sadap* technique as the base technique. The researcher determined the videos to be the subject of research and made a list of them. Then, she made notes on Radifan's language in each of those videos and included them to the categories that have been made, such as figurative language list and group of performative utterances. For analyzing the data, the writer used *Pilah Unsur Penentu* method.

Stylistic here is one of the linguistic branches. It is to construct principles for explaining common selection made by someone when producing language. These principles can be implemented in areas like literary criticism, discourse analysis, and also pragmatic analysis (Sihite, 2019). In addition, it is acceptable to apply pragmatics and discourse analysis theories and techniques to reach a better understanding and interpretation of the text and message that the speaker wants to convey to his audiences.

FINDINGS AND DISCUSSION

Types of Figurative Language

From 94 utterances taken for being subject of this research, the type of figurative language found in 'Mysterious Things' segment of Hirotada Radifan's YouTube channel are simile, sarcasm, metaphor, satire, hyperbole, and irony.

Table 1. The Types of Figurative Language

No	Types of Figurative Language	Number
1	Simile	30
2	Sarcasm	27
3	Metaphor	15
4	Satire	13
5	Hyperbole	5
6	Irony	4

Simile

Simile is actually useful for making creative and attractive writing to come to life (Fleming, 2017). The example of simile found in this video is as follows:

Data Source : *“Kalah berat timbangannya ama dosa-dosa lu!”*
 English : *“Your sins are weigher than her weight!”*

This utterance is got from the video entitled *“Kebongkar Juga Definisi Istri Ter-Anying Tahun Ini”* or *“Finally Defined Worst Wife Ever’s Attitude Has Exposed”* (May 30th 2022). This video tells the pranks done by a wife in which she was kidnapped and molested by someone according to her confession. In fact, she lied and molested herself for the sake of being able to run away with her mistress. In this utterance, Radifan compares the wife’s weight with the watchers’ sins.

Data Source : *“Jangan sampe iman kita kayak masker oplosan tuh, nerawang banget bahannya, kita gadaiin ke syaiton-syaiton.”*
 English : *“Don’t let our faith to be like fake mask, the very transparent material, we pawn it to the devils.”*

This utterance is derived from the video entitled *“Seluruh Penduduk Desa Hilang Karena Pesugihan”* or *“The Whole Village is Lost Because of Pesugihan (dealing with the devils)”* (May 26th 2022). This video tells about the village which the villagers lost because of the natural disaster. The natural disaster was believed because of the human activity in the village, namely *Pesugihan* (dealing with the devils). This utterance means the comparison between the faith and fake mask to respond to the villagers’ attitude who deals with the devils that they have lost faith as imagery.

Sarcasm

Sarcasm is defined as a figurative language that has the aim of revealing anger or dislikeness of someone about someone else and it is often hurtful. The example in this segment is as follows:

Data Source : *“Suaranya pas-pasan, modal tampang doang!”*
 English : *“The bad voice, you just rely on your beautiful face!”*

This utterance appears in the video entitled *“Bikin Esmosi! Jual Ginjal & Rumah Demi Ketemu Idola”* or *“It drives me angry! Her father sold his kidney & house for his daughter to meet her idol”* (June 8th 2022). This video contains the years of events of a

girl obsessed with her idol and wanted to meet in China. Here, Radifan ridicules the new singers who are popular only because he has a handsome face, but the voice is bad. When saying “*suaranya pas-pasan, modal tampang doang*” overtly, Radifan compares with Andy Lau who is multitalented in which he is actor, singer, and ad star. Certainly, Andy Lau has a beautiful voice and good acting.

Data Source : “*Sama gurunya aja ditolak, apalagi sama Andy Lau. Lah lu siape?*”

English : “*Even the teacher rejected her, let alone Andy Lau. Who are you?*”

This utterance also is in the same video as above. It describes the anger and ridicule of Radifan to the daughter’s attitude in which she fantasized too much to be Andy Lau’s girlfriend. In fact, she was rejected by her teacher when she confessed her feeling. The sarcastic words here are “*Lah, lu siape?*” which means ridiculing and humiliating that girl.

Metaphor

Metaphor has purposes for strengthening communication (spoken and written) like painting a picture instead of describing long and giving a proper description of uncertainty into a situation. The metaphor found in this video is discussed as follows:

Data Source : “*Adegannya ngalah-ngalahin Rumah Darah.*”

English : “*The scene beats Rumah Darah’s scene.*”

This utterance is obtained from the video entitled “*Lebaran Kemarin Jantung Waria ditarik Gitu Aja, Gengs*” or “*Last Eid, Transgender’s Heart is Just Pulled*” (May, 25th 2022). This video tells about a horrific transgender murder incident, where his heart is just pulled because of the anger to that transgender. Radifan utters this for likening the murder scene to the scene in the Rumah Darah movie by representing a gruesome murder scene.

Data Source : “*Rambutnya panjang banget tapi nggak jadi duta sampo.*”

English : “*Her hair is so long but she does not become a shampoo ambassador.*”

This utterance is in the video entitled “*Plot Twist Rahasia Cerita Dongeng Sebenarnya*” or “*Plot Twist on the Actual Folktale Secret*” (June, 10th 2022). This video tells the secrets within the popular folktales, one of them is about Rapunzel. Rapunzel has a story about a girl who had so long hair and was locked in a room by a witch. Her long hair is used as a means to enter Rapunzel’s room by a prince. *Duta sampo* (the shampoo ambassador) is a representative for the girls/women who have so long hair because of the shampoo ad performing a woman with long and beautiful hair. It is included in the praesetia metaphor in which the meaning is explicitly obtained.

Satire

Satire uses humor, irony, and exaggeration to expose, criticize and ridicule problems that are present in society. Here is the example of satire:

Data Source : “*Berasa beli di China, di Shopee nih, nungguin seminggu lebih!*”

English : “*It’s like to buy in China, in Shopee, we have to wait for a week!*”

This utterance is obtained from the video entitled "*Desa-desa Mistis Selain KKN Desa Penari*" or "The Mystical Villages Beside KKN Penari Village" (June, 1st 2022). This video tells about the facts of some villages beside Penari village which are as mystical as it. In this video, initially, Radifan likens the life in Makam Kemangi village which is popular with the story when new people enter the village, they will be lost because of the ghost there. Then, he utters it to make the example that if there are people purchasing in an online shop and the stuff is delivered by courier, it will take time to arrive. Here, he starts criticizing the service of Shopee which takes time to deliver the ordered stuff.

Data Source : "*Ada yang ngaku-ngaku tuh katanye pacar lu tuh, yee kasian yakk padahal kayaknya masih muda.*"

English : "*There is someone admitting that she is your girlfriend, what a pitiful young girl.*"

This utterance is derived from the video entitled "*The Red Dress Ghost*" or "Hantu Baju Merah" (June, 29th 2022). This video tells about the viral urban legend of the red dress ghost in a Taiwan forest that harms people passing through the forest. Radifan utters it to make fun of the story writer's account that is namely @pacarsarawatt. Sarawatt is a Thailand actor while the account owner is just an ordinary one.

Hyperbole

Hyperbole has the definition of exaggerating what is actual to seek the attention from the readers or audiences. The following is the example of hyperbole in the 'Mysterious Thing' segment:

Data Source : "*Berasa se-abad, nggak kelar-kelar...!*"

English : "*It feels like 1000 years, never ending...!*"

This utterance is in the video entitled "*Gapapa Jadi Kismis, Gak Makan Demi Punya Gaya Sultan*" or "It's nevermind to be poor and not eat, as long as they have a sultan style" (April 29th 2022). It describes the phenomenon in the Kongo Republic and Dominica Republic of Kongo, Africa, namely *La Sape* phenomenon. Radifan utters this for insulting the woman who chooses the clothes for dating which often takes a long time. Here, he compares these women's habits with the habit of *La Sape* adherents in choosing their fashion in their daily life. These statements or claims are not meant to be taken literally since not all Indonesian women have the same habits and need a long time in choosing fashion. As stated by (Turayevna, 2019) that hyperbole is made for the effect of drama and of course to increase the speech's beauty.

Data Source : "*Panas banget mataharinya kayak neraka bocor!*"

English : "*It is so hot, the sun is like the hell is seeping!*"

This utterance is retrieved from a video entitled "*Seluruh Penduduk Desa Hilang Karena Pesugihan*" or "The Whole Village is Lost Because of Pesugihan (dealing with the devils)" (May 26th 2022). This video tells about the village which the villagers lost because of the natural disaster. The natural disaster was believed because of the human

activity in the village, namely *Pesugihan* (dealing with the devils). This utterance means comparing the heat in Kalimalang and Kalikuning (where the incident happened) with the

hyperbolic words “*Neraka bocor*” in which the hell is so hot, then he likens that hell is seeping to the earth, especially Kalimalang.

Irony

Irony is a literary device for conveying something with a contrast between expectation and reality. The example of irony in this segment is as follows:

Data Source : “*Nggak ada tetangga yang suka ngerepotin!*”
English : “*There is no neighbor who is troublesome!*”

This utterance is derived from “*Raja Instagram Kaya Raya Ternyata Tipu-Tipu*” or “*Rich Instagram King is Obviously a Deceiver*” (June 22nd 2022). This video tells about life of Blitz who liked flexing his wealth on his Instagram account by posting pictures with sexy girls. Blitz also lived next door to Leonardo Dicaprio and other rich people who never bother their neighbors in their daily life. Radifan utters this kind of sentence to show mocking toward the neighbors in Indonesia who are always bothering him.

Data Source : “*Jiaah, ratu banget nih si Rachel.*”
English : “*Rachel is a queen tho.*”

This utterance is derived from a video entitled “*Sinetron Banget! Juragan Bucin Kecantol Peramal Nipu Milyaran*” or “*It’s Like a Soap Opera! A Love Slave Boss In Love with Fortune Teller Who Cheated Billions*” (April 2nd 2022). This video tells about a boss, Ralph, who is a love slave toward a woman namely Rachel who is a fortune teller. He was willing to give everything to Rachel, even the super expensive house. This utterance said by Radifan makes fun of Rachel’s attitude by labeling her as a queen with a bad meaning. In fact, a queen is always described as beautiful, kind-hearted, and good attitude, yet it is the opposite meaning in which all Rachel’s wishes want to be fulfilled.

Types of Performative Utterance

Exercitives

Exercitives utterance has power and effect because someone who utters has and uses power, rights, and influence. The exercitives utterance found in this video is as follows:

Data Source : “*Jangan ada lagi Lisa-Lisa di luar sana. Selalu ati-ati aja buat para cewek nih, jangan suka pulang malem lu, selain emang bahaya ya, takutnya jadi omongan tetangga.*”
English : “*No more Lisa out there. For the girls, be careful, don’t come home too late, beside it is dangerous, you’ll be neighbor’s talk.*”

This utterance is derived from a video entitled “*Kok Bisa YouTube Ngasih Tau Waktu Kematian Cewek Ini dengan Tepat?*” or “*How Can YouTube Tell the Exact Time of This Girl’s Death?*” (May 14th 2022). This video tells about the girl’s (Lisa) murder story. Radifan performs the *exercitives* with the purpose of giving advice to other girls to be careful and not come home too late because it is dangerous and will be a neighbor’s

talk. As one of the influencers, he also uses it for giving useful advice to his loyal watchers/audiences and expects that there is no more crimes against girls.

- Data Source : *"Pacaran sih boleh, tapi jangan bodoh-bodoh amat jadi orang. Kalo udah cinta apa aja dilakuin buat ayang. Mau ayang ini itu, mau aja. Sampe diporotin, mau-mauan aja."*
- English : *"You may be in relationship, yet don't be foolish man. If you love, you will do everything for your girlfriend. Whether she wants this and that, you do it. Till you are blackmailed, you do it."*

This utterance is derived from a video entitled *"Sinetron Banget! Juragan Bucin Kecantol Peramal Nipu Milyaran"* or *"It's Like a Soap Opera! A Love Slave Boss In Love with Fortune Teller Who Cheated Billions"* (April 2nd 2022). This video tells about a boss, Ralph, who is a love slave toward a woman namely Rachel who is a fortune teller. He was willing to give everything to Rachel, even the super expensive house. This utterance is stated by Radifan for being careful and smart even when having a girlfriend/boyfriend.

At the end of each video, Radifan always gives advice to his loyal watchers/audiences to do good things and stay away from bad things. It is included in exercitives utterances in accordance with Austin's performatives theory.

Behabitives

In behabitives, the delivered utterance is related to the social attitude of the speaker. Here is the example of behabitives in the videos:

- Data Source : *"Plot twist-nya, bapaknya ini baik banget. Masih mau maafin meskipun udah kehilangan keluarganya akibat dibunuh. Keren bapaknya ini."*
- English : *"In the plot twist, this man is so kind-hearted. He still forgives although he has lost his whole family because of the murder. What a fascinating man."*

This utterance is derived from the video entitled *"Jangan Sampe Punya Anak Kuntilanak Model Begini"* or *"Don't Have a Kuntilanak Child Like This"* (May, 6th 2022). This video tells about the murder done by the daughter's boyfriend toward her family because her father does not like his daughter to be in a relationship with that boy. In fact, the culprit of the killer is the daughter, yet her father still forgives the killer and daughter. Here, Radifan expresses his admiration to the father who is kind-hearted and still welcomes his daughter so well. In some videos in which there is this kind of plot twist, Radifan gets used to expressing his admiration and it is included in the behabitives utterances to respond the video.

Expositives

Expositives is used when explaining the speaker's viewpoint toward something in detail. The example of expositives is as follows:

- Data Source : *"Dan menurut gue, gue heran nih, orang-orang yang suka rumpi begitu mulutnya, bentukannya juga kagak bagus-bagus amat. Maksudnya body-nya kagak kayak tante-tante yang kayak Tamara Bleszinsky atau Wulan Guritno, Sophia Latjuba. Jauuuuh...!"*

English : “According to me, I’m wondered, the people who like to gossip have bad mouth and don’t have beautiful body. I mean their body shapes are not like Tamara Bleszinsky or Wulan Guritno, Sophia Latjuba.”

This utterance is obtained from the video entitled “Body Shaming Terkejut Wanita Baboon Diawetin Jadi Mayit untuk Dijual” or “The Cruellest Body Shaming toward Baboon Woman Whose Body was Preserved and Sold” (April, 26th 2022). This video tells about a woman who had an abnormality like a baboon who had a tough life. She was insulted by people and named as ‘baboon’. She was exploited when she was alive till death in which her dead body was preserved and sold by her husband. Radifan utters the above example to make an argument that none should insult anyone physically. He also advises to introspect and none is perfect.

CONCLUSION

YouTube is developed to be the rich information bidder, such as podcasts, tutorials, education, information, viral news, facts, and so on. One of them is Hirotada Radifan’s channel. The way he delivers the facts and information grabs the audience’s attention because often uses figurative language and performative utterances. The result from this study indicated that Radifan often used simile, sarcasm, metaphor, satire, hyperbole, and irony in his language. Certainly, this is one of his ways to entertain the audience. Besides, he also often uses performatives utterances such as exercitives, behabitives, and expositives. He expresses exercitives at the end of each video while using behabitives in some videos to convey his admiration. Further, he expresses expositives for giving his viewpoint or making an argument toward the story he has delivered.

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