

The Analysis of Illocutionary Act and Humor Technique by Mak Beti in Arif Muhammad YouTube Channel

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Abstract

The purposes of this study are to investigate the types of illocutionary act in Mak Beti's utterances and to discover the techniques of humor used by Mak Beti in Arif Muhammad YouTube channel. The recent study used the types of illocutionary act framework proposed by Austin (1962) and the rhetorical techniques of humor proposed by Berger (1995) by applying qualitative research since it examined the utterance of Mak Beti in the videos. The data of this study are the five most watched videos in Arif Muhammad YouTube channel. The findings of this study showed that Mak Beti uses three types of illocutionary acts, which are representative act with 44 occurrences (73.3%), followed by directive act with 11 occurrences (18.3%), and commissive act with five occurrences (8.3%). This study also revealed that Mak Beti uses five types of rhetorical techniques of humor in the videos. The techniques are sarcasm with 12 occurrences (38.71%), followed by insult which occurred nine times (29.03%), then repartee occurred five times (16.13%), exaggeration with four occurrences (12.9%), and the least technique was literalness with once occurrences (3.23%). Representative acts are of the highest occurrence in the video which indicates that Mak Beti frequently states or describes something. In this case, Mak Beti conveys her belief that everything she said is true and makes the audience also believe in it. Mak Beti also used sarcasm in most of her utterances to provoke humor due to her characteristics, which are tough and temperamental.

Keywords: *Illocutionary Act, Speech Act, Techniques of Humor.*

INTRODUCTION

People have different ways to entertain themselves. Watching humor is one of the choices to reduce stress and relax their minds. Humor is considered as a form of communication that generates a response that may provoke laughter. Laughter caused by humor or comedy is good for people's health (Rosenfeld, 2018).

Due to the high demand of stress reliever, humor is to be found within various media. Media that usually present humor include short articles, cartoon strips, comic, stand-up comedy, and situation comedy. Not only can be found in printed and electronic media, humor can also be found through the internet. One of the media on the internet that is widely used by people in their free time is YouTube. YouTube is an online media that allows its users to download, upload, watch, and share videos. Every YouTuber has its own uniqueness in terms of the contents and themes, but most of the YouTubers create contents in accordance to their hobbies,

activities, or make videos in the light of something viral (Aisyah, 2019).

One of the most popular YouTube channels which uploads comedy videos is Arif Muhammad. He makes comedy videos with a distinct style from his contemporary on YouTube. Even though there are several fixed sets of characters, but all of the characters of the comedy are played by himself in which each character has their own style and uniqueness. The most popular character played by him is Mak Beti. Mak Beti is one of the main characters in his video series, who is also a character who makes Arif Muhammad became viral. Besides using a different method in making videos, he also creates humorous situations with the utterances of Mak Beti. She does not only say a word, but she also performs an act behind her utterances which provokes humor as well. She also uses several techniques which also bring humor to the videos. Therefore, analyzing this YouTube channel is interesting because how one character

delivers meaning through language is unique.

Humor is one of the speech acts in a comedy. The jokes created in drama comedy may appear due to the intention of the character in producing an act through language. The actions performed via language are called speech acts. According to Yule (1996), speech act is the way a speaker and a hearer use language. Speech act emerges when a character does not only produce utterances containing grammatical structure and words but she or he also performs an action via those utterances. Speech act can be divided into three different types according to Austin (1962), which are locutionary (the basic act of utterance or producing a meaningful linguistic expression), illocutionary (the act, which is committed by producing an utterance), and perlocutionary (the effect caused by some utterances that are uttered by the speaker to the hearer. Searle (1976) states that there are five categories to differentiate speech acts, which are declarative (the

act of changing the world via speaker's utterances), representative (the act of stating what is believed by the speaker), expressive (the act of expressing the speaker's psychological attitude towards a state of affairs), directive the act of producing an effect in which the hearer performs an action), and commissive (an act of committing to do future actions).

Moreover, besides creating humor through action by saying something, Mak Beti characters in Arif Muhammad YouTube channel also uses techniques of humor. Techniques that are used by the characters in comedy to persuade people to laugh are called rhetorical techniques of humor (Berger, 1995). He has come up with 45 typical types which divided into four different categories (humor involving language, humor involving logic, humor involving identity and humor involving sight). The rhetorical devices in this research focus on humor involving language since the data of this study involves utterances of Mak Beti. Moreover, Berger (1995)

states that there are fifteen types of rhetorical devices involving language, which are allusion (an indirect reference; for example to literature), bombast (using words without meaning to impress the hearer), definition (a statement giving the exact meaning of a word), exaggeration (an action of exaggerating something by making it seem larger, better, worse, etc. than it really is), facetiousness (trying to be amusing in a way that is deemed as inappropriate), insult (a remark or act hurtful to the feelings or pride), infantilism (a statement by an adult who is keeping the physical or mental characteristics of a very young child), irony (an act of expressing something by stating the opposite of the true meaning while using intonation to indicate the real message), misunderstanding (a failure to understand something correctly), literalness (the act of taking words in their usual sense without taking metaphors and exaggerations into account), pun (a witty or humorous use of words, involving a word that has two meanings or different words that

sound the same), repartee (conversation consisting of quick clever replies), ridicule (an act of using language that is intended to make somebody appear foolish), sarcasm (an anger remarks implying the opposite of what they appear to mean and are intended to upset or mock somebody, and satire (the practice of mocking people, institution, etc. and making them look silly in order to show how ridiculous or incompetent they are).

Many researchers have examined the issues regarding speech acts and humor in various media, such as in stand-up comedy (e.g. Choiri & Ariyanti, 2014; Putri & Murni, 2012; Rahmadani, 2019), comedy play (e.g. Syukri, 2015), situational comedy (e.g. Sahrah, 2017), movies (Kumala, 2018; Devitasari, 2018), memes (e.g. Bangun, Daulay, & Saragi, 2017), and comics (e.g. Aristo & Ege, 2018).

In general, the studies (Choiri and Ariyanti, 2014; Putri and Murni, 2012) discovered that stand-up comedians mostly used representative speech act due to the hearers'

acceptance of their opinion. Representative act is used when the speaker conveys his belief that some proposition is true. Indirectly, the comedians hoped that their statements could affect the audience, and then they could change their point of view of something according to the materials conveyed.

Different from those two studies, Syukri (2015) found that expressive speech acts appeared the most in the play. It is because the playwright deliberately conveys each character to break their promises. Aristo and Ege (2018) also discovered that characters in the comic mostly used expressive act. It is because they do not each other, and may derive from the different speech community. The study by Rahmadani (2019) showed that expressive speech acts used by Julio Torres to interact with the listeners by stating and asking something.

Besides the previous study about speech act, there are also several studies regarding to the techniques of humor (Choiri & Ariyanti, 2014;

Chaipreukkul, 2013; Dewi, 2014). Studies by Chaipreukkul (2013) and Dewi (2014) used the rhetorical techniques of humor by Berger (1995) in situational comedy. On the other hand, Choiri and Ariyanti (2014) used humor classifications by Raskin (1984) in stand-up comedy. However, those three studies have different results of the analysis. Chaipreukkul (2013) found that repartee is the most employed techniques by the most characters. It is because the characters intended to interchange a witty reply during interlocations in the series. However, Dewi (2014) found that the characters mainly use exaggeration to create humor. Meanwhile, the study by Choiri and Ariyanti (2014) found that in Reggy's speech, he mostly used ridicule to create jokes in his performance. It is stated that ridicule is the easiest way to provoke immediate laughter.

Different from the studies above, this study is conducted to examine the illocutionary acts and investigate the humor techniques that are used by

Mak Beti in Arif Muhammad YouTube channel. The result of this study is expected to contribute to the field of pragmatics research, especially speech act and rhetorical techniques of humor in giving a description on how illocutionary acts are also used to find the types of humor in YouTube comedy. This study is also useful for people who are interested in humor and people who are interested in making a comedy. This study is also expected to fill the gap of the previous researches in which they mostly investigated stand-up comedy and movies.

RESEARCH METHOD

This research was conducted by using qualitative approach since the study describes and interprets the phenomena of illocutionary acts in the character's utterances and the classifications of humor. According to Vanderstoep and Johnston (2008), qualitative research helps the researcher with richer and more in-depth understanding. Qualitative approach also helps researchers in

producing descriptive data which can be observed in the form of written or oral words of people. Therefore qualitative research is suitable for this study.

The data of this study were the five most watched videos uploaded by Arif Muhammad YouTube channel. The videos are “BETI PERGI KE MALL” uploaded on December 19, 2018, “PREMAN TERKUAT DI BUMI KELAPARAN” uploaded on October 23, 2018, and “BETI GAK JADI SEKOLAH” uploaded on September 23, 2018, “BETI DI SOSOR ANGSA” uploaded on December 6, 2018, and “GARA-GARA BAKSO” uploaded on September 15, 2018. This study choose these five most watched videos because the most watched video means that a lot of audience on YouTube curious about these videos and regard these videos to be interesting and entertaining.

This recent study took the following procedures to collect the data: first downloading the five most

watched videos by Arif Muhammad. Second, watching the videos in order to see the phenomena of speech act and techniques of humor used by the characters. Identify the dialogue spoken by Mak Beti based on the speech act. Then, determining the context of the utterances.

After the data were compiled in the form of character's utterances, then they were analyzed in accordance to the types of illocutionary act (Searle, 1976) and humor rhetorical techniques by Berger (1995) which involved several steps. First, the researcher identifying utterances in terms of the illocutionary act types which are declaration, representative, expressive, directives, and commissive. Then after analyzing the illocutionary act types, categorizing the humor techniques of the utterances is the next step. Then, the next step is calculating the percentage of flouting maxim types and humor techniques that appear in the video. The last step was interpreting the result and drawing conclusions.

FINDINGS AND DISCUSSION

Using frameworks of types of illocutionary acts proposed by Searle (1976) and rhetorical techniques of humor by Berger (1995), this study analyzed 60 utterances of Mak Beti found in the videos. The analyses revealed that Mak Beti used various strategies to make jokes. It included the use of types of illocutionary acts and several humor techniques. The 60 utterances of Mak Beti are shown and discussed below.

The Types of Illocutionary Acts

This section focuses on the identification and classification of the illocutionary acts found in Mak Beti's utterances in Arif Muhammad YouTube channel. According to Searle (1976), there are five categories of illocutionary acts, i.e. representative, expressive, directive, commissive, and declarative. In terms of frequency of occurrences, representative act is the type of speech act that occurred the most. Representative act occurs 44 times (73.3%), followed by directive act with eleven occurrences (18.3%),

and commissive acts occur five times (8.3%). Meanwhile, expressive and declarative acts are not to be found.

The distribution of the kinds of speech act occurrences is displayed in Table 1 below.

Table 1.
The Types of Illocutionary Acts

No	Types of Illocutionary Acts	Frequency	Percentage
1	Representative	44	73.3%
2	Expressive	-	-
3	Directive	11	18.3%
4	Commissive	5	8.3%
5	Declarative	-	-
Total		60	100%

The realization of each type of illocutionary acts is to be discussed on the next section. Since there was no occurrence of expressive and declarative acts in utterances of Mak Beti, these two speech acts will not be discussed specifically.

Representative Act

As discussed previously, representative act is a type of speech act that states what the speaker believes to be the case or not (Yule, 1996). Representative act will occur when the speaker is representing the world as he or she believes it true. The examples of representative act are statements of fact, assertions, conclusions, and descriptions. In using representative acts the speaker makes

words fit the world. In the analysis of this study, it can be found 44 utterances (73.3%) of Mak Beti which belong to representative act.

Example 1

Bang *Pagi Ci. Apani Ci?*
 Sayur: *Jengkol Ci, jengkol?*
 Good morning Ci. What do you want Ci?

Enci: *Jengkol?*
 Hayoyo. Itu bau lo saya tidak suka

Mak Beti: *No no no. That smells bad, I do not like it*
 Kalo gak mau bau masak bunga mawar kak, biar wangi mulutmu kaya kuburan baru. Sombong kali.
 If you don't want to smell bad, you can cook rose instead, so your mouth will smell good like a fresh graveyard. You are so arrogant.

Example 1 takes place when Mak Beti and Enci talk to each other while buying vegetables from Bang Sayur. Bang Sayur offers *jengkol* to Enci, and she immediately refuses it since *Jengkol* smells bad. Then Mak Beti said that Enci should eat roses instead if she did not like *jengkol*.

In the example above, Mak Beti uses representative act because she is stating something. As Searle (1976) stated, that representative act is an illocutionary act that describes a situation using statement, claim, hypothesis, insist, suggest, affirmation, or swear words that something is the case. Representative act commits the speaker to something is being the case, to the truth of the expressed proposition. From Mak Beti's utterances, she stated that Enci is a big headed person, since Enci dislike *jengkol*. When Mak Beti says this, she uses representative act to give a description and made the audience believe that someone who does not like *jengkol* is a big headed person.

Example 2

Mak Beti: *Dari dulu hidup ini kok susah kali lahh. Ihh gaada enaknyaa.. Sakit kali jadi kalo orang keci lini ah memang.*
Why this life is so difficult from the beginning? It is really not pleasant. Things get tough when we are poor indeed.

Example 2 shows a situation when Mak Beti grumbles about her life when she is picking up clothes on the clothesline. Since Mak Beti is not from a rich family, things are difficult for her. Sometimes she cannot afford to buy vegetables and even when her family's clothes are getting damaged, she cannot buy the new one.

In these utterances, Mak Beti gives a description and made the audiences believe through a representative act that it is really hard to be poor. According to Cutting (2002) when a speaker states that she or he believes something to be case, and uses describing, claiming, hypothesizing, insisting, and predicting in his utterances, they

perform representative acts. It also gives an implication that if Mak Beti had any chance; she would not want to live in poverty and made things getting easier.

Directive Act

Directive act is intended to produce some effects in the form of actions performed by the hearer: ordering, commanding, requesting, advising, and recommending are the examples of how the speaker expresses his or her desired result. In using directive acts, the speaker attempts to make the world fit the words (via the hearer). In the analyses, it is found that Mak Beti used directive acts eleven times in her utterances (18.3%).

Example 3

Mak Beti: *Minta sama bapakmu sana. Enak kali hidupnya, pagi-pagi udah ngerokok, ngopi.*
Go ask your father (for the money). He has been smoking and drink coffee this morning

This utterance appears when Beti comes to her mother and asks for money. Instead of giving Beti money,

Mak Beti suggests Beti to ask for money to her father. From this utterance, Mak Beti used a directive act that was commanding Beti to ask for money to her father. Dianty (2017) stated that directive act is used by the speaker to get the addressee to do something. It is intended to make the listeners affected the utterance so they can perform an action. By uttering directive acts, the speaker attempts to get the listener to do something. This utterance also indirectly asks Mak Beti to remind Bapak Beti not to relax, but to work harder in the morning.

Example 4

Mak Beti: *Udah pake yang sana kau, nyocot aja mulutmu pagi-pagi.*
Just use that bathroom, you have been talking too much this morning.

Example 4 takes place when Beti complains about their broken bathroom. The bathroom at Mak Beti's house is dirty, smells bad and has many holes at its walls. Beti does not want to take a bath there because she is afraid of someone will taking a peek of her while she is taking a bath. Beti

who wants to take a bath then tells Mak Beti that their bathroom needs to be repaired. Mak Beti replies to Beti to use the bathroom anyway because they do not have another bathroom. She also says that Beti has already been talking too much that morning because she complains and grumbles about their bathroom.

Commissive Act

Commissive act is the kind of speech act that the speaker uses to commit themselves to some future actions (Yule, 1996). Commissive act expresses what the speaker is intending to do; for example promising, vowing, and offering. Commissive act can be performed by the speaker himself, or also by the speaker as a member of some group. In using the commissive act, the speaker undertakes to make the world fit the words (via the speaker). Five occurrences of commissive act is found (8.3%) in Mak Beti's utterances.

Example 5

Mak Beti: *Udah diem!!
Kucampakkan di parit
kau pulang nanti kau.*
Just shut up!! When we

get home, I will push you into the ditch.

Mak Beti says the utterance on example 5 while she is annoyed by Beti's crying after Beti is chased by geese. Mak Beti tries to calm Beti down, but unfortunately Beti is still crying even when they are on the way back home. Mak Beti who can not manage her temper at that time, then gets angry and tells Beti to shut up. She also says that if Beti does not stop crying, she promises to push Beti into the ditch.

The way Mak Beti says that she will push Beti into the ditch is a form of commissive act since it commits Mak Beti to a future action. This action will be performed by Mak Beti if she knew that Beti does not want to stop her crying.

Example 6

Mak Beti: *Ohh iya iya mamak tau.
Emang bejat ya tu orang
ya. Aku kok jumpa dia
la, habis kubikin.*
Yes, I know that. He is indeed a bad person. If I meet him, I will finish him.

The other example of commissive act is in example 6. In this example, Beti has been robbed by two bandits and which forces her to give all of her money. Beti who has lost all the money she had, then goes back home crying. She reports it to Mak Beti that she has been robbed and loses all of her money. After hearing all of her daughter's money has been taken by force, Mak Beti gets angry and asks Beti to show her who took her money. Mak Beti also says that if those two people are found by her, they will regret their action.

The intention of Mak Beti's saying that if she meets the bandits in person, then she will finish them is commissive act. In this case, Mak Beti promises to Beti that she will make them regret after taking Beti's money forcibly. Therefore, it can be said that when Mak Beti commits or promise to do something to herself or to other people, Mak Beti performs a commissive act.

This result of the types of illocutionary acts in this study is in

line with the study by Choiri and Ariyanti (2014) and Putri and Murni (2012). The two previous studies also showed the same result that representative is the dominant illocutionary act that appears in comedy. In using representative act, the speaker conveys their belief that all or some statements are true. Indirectly, the speaker makes their statement affect the audience and then the audience change their point of view of something according to the materials conveyed (Putri & Marni, 2012).

After the analyses and discussion of the types of illocutionary acts above, the next part discussed the rhetorical techniques of humor used by Mak Beti.

The Rhetorical Techniques of Humor

Besides the types of illocutionary acts, this study also examined the rhetorical techniques of humor proposed by Berger (1995) in order to see the humor techniques used by Mak Beti. However, this study only found five out of fifteen types of humor appear in

Mak Beti utterances. The types found include insult, sarcasm, literalness, repartee, and exaggeration. The types

of humor used by Mak Beti are shown below in the following table.

Table 2.
The Rhetorical Techniques of Humor

No	Types of Humor	Frequency	Percentage
1	Insult	9	29.03%
2	Sarcasm	12	38.71%
3	Literalness	1	3.23%
4	Repartee	5	16.13%
5	Exaggeration	4	12.9%
Total		31	100%

As it can be seen from the table above, sarcasm is the most frequently used technique by Mak Beti in her utterances with 12 occurrences (38.71%). It is followed by insult which occurs nine times (29.03%). Then, the third type that occurs the most is repartee which occurs five times (16.13%), and followed by exaggeration with four occurrences (12.9%). Literalness is the type of humor techniques which occurs the least with one occurrence (3.23%). The explanation of humor techniques used by Mak Beti is discussed below.

Insult

According to Berger (1997) the purpose of insult is to degrade a person or some other object with the direct

use of verbal aggression. Insult is used when the characters employ name-calling in offense to delineate other characters. This technique appear nine times in Mak Beti’s utterances (29.03%).

Example 7

Mak Beti: *Tujuh kurangdua ngga tau bet? Owalah bet, bet. Pantes kau ngganaik kelas, orang otak kau kosong kaya begitu.*
 You don’t know (the result of) seven minus two? Oh my bet, bet. No wonder why you cannot pass to the next grade, you are such an empty head.

Mak Beti says that utterance when she sees Beti having difficulties in doing her homework. Unfortunately,

Beti seems do not understand math and can not answer one simple question. Mak Beti who sees her daughter is not so smart, offends Beti by saying that she has an empty head.

The example above shows insult because of the phrase ‘empty head’. When the speaker uses the words that degrade person in verbal, it is called an insult (Berger, 1995). In this utterance the insult is directed to Beti. This utterance is also to encourage Beti to study harder than before so she can easily do her homework. The way Mak Beti insult to Beti in this utterance also provokes humor since Mak Beti does not hesitate to mock her own daughter, even though Beti is in difficulty.

Example 8

Boss: *Ampun bu. Ladies and gentleman, jangan siksa kami bu.*
Forgive me, ma’am.
Ladies and gentleman, do not torture us please.

Mak Beti: *ya Allah najis lah aku ini.*
Oh God, you are so filthy

Example 8 emerges when Mak Beti finds the two Bandits who takes

all of Beti’s money. Mak Beti was really angry when she meets them. Even though Mak Beti is alone there, but she can manage the two bandits and scolds them. The two bandits are shocked and scared because of Mak Beti. Then, the two bandits say sorry immediately and kneel to Mak Beti. They even try to kiss Mak Beti’s leg to ask for forgiveness. Mak Beti says the bandits are filthy when they are trying to touch her leg.

The word ‘filthy’ in Mak Beti’s utterance is directed to the two bandits which shows that Mak Beti is insulting them. This word shows Mak Beti is disrespectful and she does not consider them to be on the same degree as her since when she says that she also does not want them to touch her. Berger (1995) stated that insult is a remark or act hurtful to the feelings or pride.

Sarcasm

Sarcasm refers to the use language that is contemptuous, mocking, and wounding (Berger, 1997). In general, sarcasm is insulting another people without them realizing it. In Mak

Beti's utterances, sarcasm appear twelve times (38.71%). This is the most occurring type that appears in Mak Beti's utterances.

Example 9

Beti: *7 x 6 Mak*
 Mom, What is 7 multiplied by 6?
 Mak Beti: *Tujuhnya sampe 6 kali. Gini kau punya duit 7000 udah, sampe 6 kali, berapa itu?*
 You have six sevens. Here, you have 7000 rupiahs, now you have six times of that. How much is that?
 Beti: *42 Mak*
42 Mom.
 Mak Beti: *Nah itu tau kau. Duit aja di kali kaliin kau cepet*
 See, you know that. If it is about money you can count fast.

In this example, Beti who is doing her homework, then asks her mother what is seven multiplied six. Mak Beti then tells Beti that she can imagine it with money. In no longer time, Beti succeeds to answer the question. Mak Beti then said that if it was about money, Beti could answer it.

When Mak Beti says the utterance "*Nah itu tau kau. Duit aja di kali kaliin kau cepet*", she uses sarcasm. According to Cutting (2002) sarcasm is a form of irony that is intended to hurt the hearer. In this case, Mak Beti says that Beti only can count money, but not basic mathematics. In this utterance, she also expects Beti that she learns math not only in relation to money.

Example 10

Beti: *Loh kaos kaki satunya lagi mana mak?*
 Where is the other sock Mom?
 Mak Beti: *Itu disamping mu. Kalau ada ular nanti mati kau dipatok.*
 It is beside you. If there was a snake there, you would have been be bitten to death.

This utterance happens when Beti getting ready to go to school. Beti always asks her mother where are her school equipment such as bag, shoes, and also socks. After Mak Beti shows her where Beti's sock is, Beti asks again where is the pair without looking for it first. Mak Beti who sees the pair

of sock near Beti feels a little bit annoyed and says that if there was snake there, Beti would have been bitten to death.

In this example, Mak Beti also uses sarcasm in her utterance since Beti does not looking for her sock first, and asked her mother immediately when she can not find the pair. The way Mak Beti says that Beti would have been bitten by snake, is intended to tell Beti that she must look around first before she asks for something.

Literalness

Literalness, as known as over-literalness, is a type of humor which describes a word as its literal meaning. Over-literalness involves a hearer who takes everything literally, rather than interpreting something that has implicit meaning (Berger, 1995). In the analyses, Mak Beti is using literalness technique of humor once (3.23%).

Example 11

Mak Beti: *Kan lebih enak pake wc terbang. Beol kau di plastik, tinggal kau campakkan*

kebelakang itu, udah habis perkara.

It is better to use a flying toilet indeed. You can defecate on a plastic bag, and then you throw it to the back. Problem solved.

Mak Beti says that after Beti protests about their damaged bathroom. Then, Beti says that why did they not use the flying bathroom from the beginning. The phrase flying bathroom here is used to imply that she better used another bathroom which is far from their house but is more comfortable and cleaner rather than using their own bathroom.

Instead of understanding what is being said by Beti, Mak Beti defines flying bathroom as defecating in plastic, and after that, throwing the dirt to the back of their house, so it will be flying. Thus, in this utterances, Mak Beti actually defines Beti's intention in the meaning of flying bathroom as its literal meaning.

Repartee

Repartee can be defined as saying something as fast as possible without

missing a beat after the original provocation. Repartee technique actually can use allusion, wordplay, odious comparison or other techniques of humor while saying something (Berger, 1997). In the analyses, it can be found five utterances of Mak Beti that are using repartee (16.13%).

Example 12

Employee: *Ada dong cinta. Ukuran sepatunya berapa?*
Of course my love. What is your shoes size?
Beti: *42*
Forty-two
Employee: *Ohh besarnya*
How big.
Mak Beti: *kaki dia kaki gajah*
She has elephant legs

The example above appears when Mak Beti and Beti go to mall to buy some clothes, bags, and shoes for Beti. As Mak Beti and Beti arrive there, they are welcomed by one of the employees there. The employee then asks them about what items they want, and he also asks about the size of Beti's shoe. When he knew that Beti has a big shoe size, he gets shocked a little bit. Mak Beti who hears that then

immediately replies to the employee that Beti has elephant legs.

The way Mak Beti replies to the employee as quick as possible is called repartee. According to Safian (2000), that repartee has been defined as saying something as quickly as a speaker can. In this case, the way Mak Beti said that Beti has elephant legs, Mak Beti also used exaggeration. Exaggeration is making something seem larger, bigger, or worse than it really is. Mak Beti overstated the size of her daughter's shoes by equating it with an elephant's legs.

Example 13

Jo: *Bukan aku bu.*
It was not me, Ma'am.
Mak Beti: *Halah, mana ada maling ngaku. Kau mentang-mentang anak ketua semua kau bikin rata. Sok (sombong) kali kau memang.*
Bullshit! There is no thief who confesses his crime. Just because you are the son of the chairman, you make everyone lower than you. You are so arrogant.

Example 13 showed Mak Beti in using repartee. This utterance occurs when Mak Beti sees Beti is crying because of Jo is asking Beti to disturb geese. Mak Beti who sees that cannot stay still. She scolds Jo directly. Mak Beti also does not believe when Jo reveals that it is not Jo's fault.

In this case, while Mak Beti is using repartee, she also uses insult in her utterance. The word 'arrogant' to Jo is the evidence of Mak Beti using insult. In this utterance, Mak Beti degraded Jo's pride by saying that he is being arrogant because he is the son of chairman.

Exaggeration

Exaggeration enhances the reality and blowing things up (Berger, 1997). It is the action that makes something seem larger, better or worse than it really is. It can work by either hyperbole or understatement. Mak Beti uses exaggeration technique four times (12.9%).

Example 14

Mak Beti: *Dipanggilin dari tadi balap aja. Berapa cabe sekilo bang?*
I have been calling you, but you kept going. How much is it for a kilo of chili?

When Mak Beti calls Bang Sayur, he does not hear Mak Beti. After several times shouting at Bang Sayur, finally, Bang Sayur reverses his direction immediately and comes to Mak Beti. Mak Beti then says her statement in exaggeration that it takes several shouts to call him. According to Berger (1997) exaggeration is the technique that is enhancing and blowing something up far beyond the reality of it. In this statement, Mak Beti exaggerates that Bang Sayur does not hear her like he in a race.

Example 15

Mak Beti: *Ini rupanya orang yang bukan kaleng-kaleng itu.*
So this is the man who are extraordinary.

In example 15, Mak Beti finds the two bandits who took Beti's money. Mak Beti then shouts to them that they were extraordinary that they

can rob other people's money. Helitzer (2005) stated that exaggeration could work by either overstatement (hyperbole) or understatement. In this utterance, it is clearly seen that Mak Beti uses exaggeration. She overstates the bandits who rob Beti as extraordinary.

Overall, Mak Beti's utterances in Arif Muhammad YouTube channel mostly use representative acts and sarcasm technique of humor. The use of representative act emerges because Mak Beti describes and expresses something that she believes. Mak Beti also uses sarcasm technique in order to convey her emotions.

CONCLUSION

Based on the findings and discussion above, it can be found that Mak Beti used three types of illocutionary acts which are representative 44 times (73.3%), directive eleven times (18.3%), and commissive act five times (8.3%). According to the data, illocutionary acts of representative are often used by Mak Beti. Representative shows the true

condition of the intention of the utterance. Mak Beti frequently uses representative acts in the videos, because she often describes and represents every aspect of the situation that is happening. It can be concluded that representative act in Mak Beti's utterances does not only explain everything that she believes in, but, Mak Beti also makes the audience believe everything she says.

Related to the types of rhetorical techniques of humor, there are five techniques are used by Mak Beti's utterances, which are insult nine times (29.03%), sarcasm 12 times (38.71%), literalness once (3.23%), repartee five times (16.13%), and exaggeration four times (12.9%). Sarcasm appears to be the most frequent rhetorical technique of humor in Mak Beti's utterances to create humor. It is because Mak Beti always expresses her feelings if she knows it is not fit her desires or if something annoys her. She immediately expresses it with sarcasm so that the hearer does not feel offended directly. It can be concluded

that the use sarcasm techniques follows the characteristics of Mak Beti who is tough and temperamental. According to McDonald (1999) sarcasm is the efficient way of conveying emotion or thought. Some people also view sarcasm as a less aggressive form of stating what is truly inside someone's mind.

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