

ABSTRAK

Regina Prameystie. **GAYA BAHASA SINDIRAN DALAM KOLOM KOMENTAR TIKTOK PADA UNGGAHAN YANG MEMBAHAS FIGUR PUBLIK INARA RUSLI (ALTERNATIF PENGAYAAN BAHAN AJAR TEKS ANEKDOT).** Skripsi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Galuh. Juli 2026.

Kritik warganet terhadap figur publik di media sosial tidak selalu disampaikan secara langsung, melainkan kerap dikemas melalui gaya bahasa sindiran. Fenomena ini tampak jelas pada kolom komentar TikTok yang membahas figur publik Inara Rusli, tempat warganet menyampaikan kritik dan penilaian melalui berbagai jenis sindiran kebahasaan. Penelitian ini bertujuan mendeskripsikan jenis dan karakteristik gaya bahasa sindiran dalam kolom komentar tersebut serta menghasilkan alternatif pengayaan bahan ajar teks anekdot berdasarkan hasil analisis. Penelitian menggunakan metode deskriptif kualitatif dengan sumber data berupa komentar warganet pada unggahan TikTok terkait Inara Rusli periode November 2025–April 2026. Data dikumpulkan melalui teknik simak, catat, dan dokumentasi, kemudian dianalisis dengan model interaktif Miles dan Huberman berdasarkan teori gaya bahasa sindiran Gorys Keraf. Hasil penelitian menemukan 61 data gaya bahasa sindiran, dengan sinisme sebagai jenis paling dominan (31,1%), diikuti sarkasme (26,2%), ironi (19,7%), satire (16,4%), dan inuendo (6,6%). Keberagaman kelima jenis sindiran tersebut menunjukkan bahwa kolom komentar TikTok merupakan ruang komunikasi digital yang kaya secara linguistik dalam menyampaikan kritik sosial. Temuan tersebut kemudian diimplementasikan sebagai bahan ajar teks anekdot digital berbasis e-book Canva bagi peserta didik kelas X Fase E, yang berdasarkan hasil validasi dua guru Bahasa Indonesia dinyatakan sangat layak dengan rata-rata kelayakan sebesar 92%.

Kata Kunci: gaya bahasa sindiran, TikTok, komentar media sosial, figur publik, stilistika, teks anekdot, bahan ajar.

ABSTRAC

*Regina Prameystie. **FIGURATIVE SATIRICAL LANGUAGE IN TIKTOK COMMENT SECTIONS ON POSTS DISCUSSING PUBLIC FIGURE INARA RUSLI (AN ALTERNATIVE ENRICHMENT OF ANECDOTAL TEXT TEACHING MATERIALS)**. Undergraduate Thesis, Faculty of Teacher Training and Education, Universitas Galuh. July 2026.*

Public criticism toward public figures on social media is not always conveyed directly, but is often expressed through figurative satirical language. This phenomenon is evident in TikTok comment sections discussing public figure Inara Rusli, where netizens express criticism and judgment through various types of linguistic satire. This study aims to describe the types and characteristics of satirical figures of speech found in these comments and to produce an alternative enrichment of anecdotal text teaching materials based on the analysis results. The study employed a descriptive qualitative method, with data sourced from netizen comments on TikTok uploads related to Inara Rusli during the period of November 2025–April 2026. Data were collected through observation, note-taking, and documentation techniques, then analyzed using the interactive model of Miles and Huberman based on Gorys Keraf's theory of satirical figures of speech. The results found 61 data points of satirical language, with cynicism as the most dominant type (31.1%), followed by sarcasm (26.2%), irony (19.7%), satire (16.4%), and innuendo (6.6%). The diversity of these five types indicates that TikTok comment sections serve as a linguistically rich space for conveying social criticism. These findings were implemented as digital anecdotal text teaching materials in the form of a Canva-based e-book for tenth-grade students (Phase E), which, based on validation by two Indonesian language teachers, was deemed highly feasible with an average feasibility score of 92%.

Keywords: *figurative satirical language, TikTok, social media comments, public figures, stylistics, anecdotal text, teaching materials.*