

SARCASTIC LANGUAGE STYLE AND NEGATIVE CONNOTATIONS IN THE X PLATFORM COMMUNITY 'KOMUNITAS MARAH MARAH'

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Abstract

Twitter, as one of the microblogging social media platforms, provides a unique digital public space for the formation of various online communities with different communication characteristics. One community that has attracted attention is the "KOMUNITAS MARAH MARAH" known for its distinctive communication style, namely the use of language laden with sarcasm and negative connotations. This community not only serves as a platform for expressing negative emotions such as anger, frustration, and disappointment but also as a space for constructing social identity and solidarity among members through intense digital interactions. This study aims to examine in depth how sarcastic language and negative connotations are used as communication strategies within this community. More than just an outlet for emotions, the use of this style of language serves as an effective rhetorical tool for conveying implicit social criticism and building social bonds through language. The method used is qualitative with a critical discourse analysis approach, where data is collected from 100 tweets selected purposively based on hashtags and accounts that actively use sarcastic language and negative connotations. The analysis results show that sarcasm and negative connotations function as a cathartic mechanism that allows community members to express their dissatisfaction creatively and humorously. Additionally, the use of this language style strengthens the collective identity of the community by fostering a sense of togetherness in facing various social and psychological pressures. This study also highlights the role of Twitter algorithms in promoting the virality of emotional content, thereby spreading this negative communication style and making it a characteristic of the community. These findings provide an important new perspective on the complex dynamics of digital communication in the social media era, where language is not only a tool for communication but also a medium for the formation of identity and social solidarity. This study is expected to serve as a reference in digital linguistics research and open opportunities for further research on the social and psychological impacts of sarcastic and negative expressions in online communities.

Keywords: sarcasm, negative connotations, Twitter, digital communities, critical discourse analysis.

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1. INTRODUCTION

The rapid development of social media over the past few decades has brought about significant changes in the way individuals communicate and express themselves. Platforms such as Twitter/X provide a virtual space that enables social interaction to take place quickly, openly, and on a global scale. Twitter/X, in particular, has a unique feature in that it limits the number of characters in a single tweet to 280 characters. This limitation forces users to condense their messages into concise and succinct forms, often resulting in communication on Twitter/X being sharper and occasionally emotionally charged. In such an environment, the language used tends to be more expressive and even provocative, as users must convey their ideas, feelings, and reactions within a highly constrained space.

In this context, the phenomenon of the “angry” community on Twitter/X has emerged a group of users who consistently use sarcastic language and negative connotations as their primary means of expressing dissatisfaction, frustration, and anger toward various aspects of life, ranging from social, political, and economic issues to everyday personal experiences. This community is not a formal group with an official organizational structure but has formed organically through intense and repetitive digital interactions. The dominant communication patterns within it are highly distinctive, characterized by the use of sarcasm as a rhetorical tool that allows community members to convey criticism and satire indirectly while strengthening feelings of connection and social solidarity among members.

This phenomenon is worth exploring further because the language style used in this community does not merely serve as an expression of anger but also as a mechanism for constructing collective identity that strengthens social bonds among its members. Sarcastic language and negative connotations function as a kind of “shared code,” creating a unique communication space within the digital realm. This study aims to comprehensively analyze how sarcasm and negative connotations function in the social and linguistic context of Twitter, including how these linguistic elements contribute to shaping social dynamics, building community identity, and influencing interactions among users on the platform. Thus, this research will not only provide insights into linguistic aspects but also sociocultural perspectives related to the rapidly evolving phenomenon of digital communication today.

2. LITERATURE REVIEW

2.1. Sarcasm from a Linguistic Perspective

Sarcasm is a pragmatic phenomenon closely related to irony, which is the use of words or sentences that have a meaning contrary to their literal meaning (Grice, 1975). Attardo (2000) emphasizes that sarcasm utilizes ambiguity and pragmatic expectations to convey criticism or insinuations implicitly. In social media, sarcasm often functions as an efficient means of conveying messages and provoking interaction, as well as a more subtle expression of dissatisfaction compared to direct protest.

2.2. Negative Connotations as Emotional Expressions

Barthes (1977) suggests that connotation is an additional meaning attached to a word or phrase and can contain emotional content. Negative connotations, in particular, serve as a means of expressing anger, frustration, or disappointment. In digital spaces, negative connotations allow users to voice feelings that may be difficult to express directly in face-to-face interactions, while also serving as a mechanism for emotional release or catharsis (Boyd, 2014).

2.3. Digital Communities and Collective Identity

The concept of digital communities as spaces for social identity is discussed by Jenkins (2006), who states that online interactions can form groups with distinctive norms and languages. The “KOMUNITAS MARAH MARAH” community is an example of how negative expressions and sarcasm become part of collective identity, strengthening solidarity through communication that shares similar experiences.

3. METHODOLOGY

This study uses a descriptive qualitative approach with critical discourse analysis (Fairclough, 1995). Data were collected from 100 tweets selected purposively based on popular hashtags (*#capekbanget*, *#muak*, *#gila*) and accounts that consistently use sarcastic and negative language styles. Data collection was conducted through digital observation and documentation, taking into account the context of interactions such as replies and retweets.

Analysis was conducted in two stages: first, identifying linguistic elements (diction, metaphors, irony) containing sarcasm and negative connotations; second, interpreting the social meaning and communicative function of such language styles within the community context.

4. RESULTS AND DISCUSSION

4.1. Variations of Sarcasm in Tweets/X

Sarcasm appears in various forms, such as irony, hyperbole, and paradox. Tweets such as “So happy to be left behind when I’m in love. Thanks a lot” show irony that expresses disappointment in a bitterly humorous way. Hyperbole, such as “Working like a horse every day, paid like a cat,” reinforces social injustice through exaggerated comparisons.

The use of sarcasm not only demonstrates linguistic skill but also serves as an effective rhetorical strategy for conveying social criticism without open confrontation. Sarcasm also evokes empathy and resonance with readers who have similar experiences.

4.2. Negative Connotations and Emotional Expression

Negative diction such as “*capek*”, “*muak*”, “*tolol*”, dan “*brengsek*” is often used to convey feelings of boredom and frustration with social and economic pressures. Tweets such as “Always told to be strong, but every day I want to cry” illustrate the internal conflict between societal expectations and individual reality.

Negative connotations serve as a collective acknowledgment of inner tensions that are often considered taboo to express. In other words, this community becomes a safe space to express pent-up emotions.

4.3. Social Function: Solidarity and Identity

Sarcastic and negative language reinforces solidarity within the community, as users respond to each other with similar tweets, creating a sense of togetherness. Through these interactions, community members build a shared identity as a group that experiences injustice and fatigue.

Austin (1962) explains that language is a social act that not only describes reality but also constructs it. Angry communities form their own social world through language, where negative expressions become a form of collective existence.

4.4. The Rhetorical Dimension of Sarcasm

Sarcasm functions as a rhetorical strategy that allows users to convey criticism with sharp humor. This gives the impression of intelligence and critical thinking, while distancing users from the risk of direct confrontation. This strategy makes protests more socially acceptable, while increasing the visibility of the message.

4.5. The Influence of Social Media Algorithms

X’s algorithm prioritizes content with high interaction, which is often content with strong emotions, especially negative ones (Tufekci, 2015). This encourages users to create more emotional and sarcastic tweets in order to gain more attention.

However, continuous exposure to negative content risks causing emotional contagion, where negative moods spread and worsen users’ psychological well-being (Kramer et al., 2014). This phenomenon highlights the dilemma between freedom of expression and users’ mental health.

4.6. Gender Representation and Emotional Expression

Analysis shows that female users tend to combine sarcasm with more lyrical emotional expressions, while male users are more explicit and cruder. This reflects social constructions of different emotional expressions based on gender and the social norms that govern them.

5. DISCUSSION

The phenomenon of using sarcastic language and negative connotations in the “angry” community on Twitter reflects the increasingly complex and intense social pressures of the modern era. In everyday life, individuals face various challenges such as a culture of relentless hard work, economic injustice, strict social norms, and uncertainty about the future. The tension and frustration arising from these factors are often difficult to express directly in face-to-face interactions, making social media an alternative platform that allows for the expression of negative emotions in a more free and unrestricted manner.

The use of sarcastic language and negative connotations in this community is not merely a spontaneous outlet but a collective response to oppressive social conditions. Sarcasm becomes an effective rhetorical tool for implicitly conveying criticism, while negative connotations help reinforce the feelings of dissatisfaction and exhaustion experienced by many individuals. Through intense and repetitive interactions, this “angry” community has also successfully built a solid social identity and fostered a sense of solidarity among its members, who share similar experiences and feelings.

However, it is important to remember that this communication pattern also has ambivalent effects. On the one hand, expressions of sarcasm and negative connotations can serve as a healthy cathartic mechanism and strengthen social cohesion. On the other hand, if not managed wisely, this communication pattern has the potential to reinforce negative stereotypes, trigger the escalation of social conflicts, and foster intolerance. This can lead to deeper polarization in the digital space, even impacting real-life social interactions. Therefore, good digital literacy and ethical awareness in communication are crucial to prevent the spread of hate speech or harassment that harms individuals or groups.

Beyond the social aspect, this discussion also highlights the role of social media algorithms in amplifying the spread of emotionally charged content, particularly that with negative or extreme undertones. Algorithms prioritizing interaction and virality tend to amplify exposure to content that triggers sharp emotional reactions, thereby creating a negative feedback loop. This cycle not only affects the quality of communication on the platform but also has the potential to adversely affect the mental well-being of users at large. This phenomenon poses a major challenge for platform operators and users to jointly develop effective control mechanisms, such as media literacy education, the implementation of fair moderation policies, and the development of more humanistic algorithms.

Furthermore, it is important to consider gender dynamics in the expression of sarcasm and negative connotations. Studies show that social constructions of emotional expression differ between men and women, which also influences their communication styles in digital spaces. These differences open up broader discussions about how gender norms influence how anger and frustration are expressed, as well as their implications for interaction patterns within online communities.

Overall, the phenomenon of the “angry” community and the language style used demonstrate how social media is not only a mirror of social reality but also an active space that shapes and reproduces contemporary social and cultural dynamics. This study invites us to view online communication more critically, recognizing the complexity of language's functions in a social context, as well as the importance of the roles of users, platform developers, and policymakers in creating a healthy, inclusive, and productive digital environment.

6. RECOMMENDATIONS

1) Improving Digital Literacy and Emotional Literacy

Social media users, especially those who are active in communities with strong emotional expressions such as the “angry” community, need to be equipped with adequate digital literacy skills. Digital literacy includes understanding how social media works, how to read and respond to content critically, and awareness of the impact of online communication. Additionally, emotional literacy is important so that users can recognize, manage, and channel their emotions in a healthy way. For example, how to express criticism or dissatisfaction without causing conflicts that harm oneself or others. Training or educational programs teaching these skills can be conducted by schools, communities, or the social media platforms themselves.

2) Implementation of Moderation Features and Detection of Negative Content

Social media platforms like Twitter/X can develop and implement more advanced moderation features to detect content with escalating negative emotions or sarcasm that could potentially hurt or trigger conflicts. In addition to filtering out negative content, this feature can also direct users showing signs of stress or anxiety to psychological support resources, such as online counseling services or educational materials on mental health. Not only that, platforms can also provide more positive and inspirational content that can serve as an alternative for users to shift their focus away from negative emotions. This approach helps create a healthier and more supportive digital ecosystem.

3) Education on Online Communication Ethics

The use of sarcastic language and negative connotations can indeed be an effective means of expression, but it is also prone to being misused to personally attack certain individuals or groups. Therefore, education on online communication ethics is essential so that users understand the boundaries of expression. This includes avoiding hate speech, harassment, or discrimination that can damage reputations and social relationships. This education can be carried out through awareness campaigns on social media, training in educational institutions, or as part of online community policies implemented by platforms.

7. CONCLUSION

The sarcastic language and negative connotations that appear in the “*KOMUNITAS MARAH MARAH*” in Twitter/X do not only serve as expressions of anger, but are also a complex and multifunctional communication strategy. This language contains veiled social criticism, serves as an important mechanism for emotional release for its users, and is also a means of constructing collective identity within the community. Through the use of sarcasm and negative-charged words, users are able to effectively convey dissatisfaction and frustration while fostering social solidarity and a sense of belonging.

This phenomenon reflects the rich and challenging dynamics of digital communication, where language is not merely a tool for conveying information but also a medium for shaping social and psychological meaning. Therefore, understanding such linguistic styles requires a multidisciplinary approach, involving studies in linguistics, sociology, psychology, and social media technology. With the right approach, we can manage and utilize such expressions wisely so that digital communication does not merely serve as a venue for venting negative emotions but also becomes a space for constructive dialogue and the strengthening of healthy communities.

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