

ABSTRAK

Verina Julieta. 2023. *Sarcasm Found in Anti Greenwashing Movement Campaign Posters on Beverage Products: A Semiotic Analysis*. Thesis: Pembimbing 1 Tri Wahyu Setiawan Prasetyoningsih, S.S., M.Hum., Pembimbing 2: Eka Dyah Puspita Sari, S.Pd., M.Hum., Penguji: Dr. Chusni Hadiati, S.S., M.Hum. Ministry of Education, Culture, Research, and Technology, Universitas Jenderal Soedirman, Faculty Of Humanities, English Department, English Language Study Program, Purwokerto.

Sarkasme merupakan majas yang digunakan untuk menyindir dan harus dipahami. Sarkasme ini dapat disampaikan melalui ungkapan lisan, tertulis atau bahkan gambar. Penelitian yang berjudul “Sarcasm Found in Anti Greenwashing Movement Campaign Posters on Beverage Products: A Semiotic Analysis” ini bertujuan untuk mengungkap makna dari Tanda yang merepresentasikan sarkasme pada Campaign Poster Anti greenwashing yang diunggah oleh sebuah akun Instagram anti greenwashing bernama @greenwashmyballs dengan pendekatan semiotika. Teori semiotika yang digunakan untuk mendukung penelitian ini adalah teori milik Charles Sanders Peirce (1931). Selain, mengungkap maknanya, penelitian ini juga mengungkap jenis-jenis sarkasme yang terrepresentasi. Pengungkapan Jenis Sarkasme ini didukung oleh teori milik Elisabeth Camp (2012). Jenis-jenis sarkasme tersebut adalah *Propositional Sarcasm*, *Lexical Sarcasm*, *Like-Prefixed Sarcasm*, dan *Illocutionary sarcasm*. Penelitian ini menggunakan metode deskriptif kualitatif. Purposive sampling digunakan untuk memilih sample. Peneliti menemukan 49 tanda yang digolongkan menjadi 27 simbol, 13 ikon, dan 9 index dan semuanya merepresentasikan sarkasme. Selain itu, peneliti menemukan 3 poster menggunakan *Propositional sarcasm*, 2 poster menggunakan *Lexical sarcasm*, 2 poster menggunakan *Like-prefixed sarcasm*, dan 1 poster lainnya menggunakan *Illocutionary sarcasm*.

Kata kunci: semiotika, peirce, poster, sarkasme, greenwashing.

ABSTRACT

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Sarcasm is a figure of speech used to satirize and is needed to be understood. This sarcasm can be conveyed through spoken, written or even pictorial expressions. The research entitled "Sarcasm Found in Anti Greenwashing Movement Campaign Posters on Beverage Products: A Semiotic Analysis" aims to reveal the meaning of the Signs that represent sarcasm in the poster uploaded by an anti greenwashing Instagram account called @greenwashmyballs with a semiotic approach. The semiotic theory used to support this research is Charles Sanders Peirce's theory (1931). In addition, this research also reveals the types of sarcasm that are represented. The disclosure of sarcasm types is supported by Elisabeth Camp's theory (2012). The types of sarcasm are Propositional Sarcasm, Lexical Sarcasm, Like-Prefixed Sarcasm, and Illocutionary Sarcasm. This research uses a qualitative descriptive method. Purposive sampling was used to select the sample. As the result, the researcher found 49 signs that are classified into 27 symbol, 13 icon, and 9 index and all of them represent sarcasm. In addition, researcher found 3 posters using Propositional sarcasm, 2 posters using Lexical sarcasm, 2 Posters using Like-prefixed sarcasm, and 1 other posters using Illocutionary sarcasm. sarcasm.

Keywords: semiotics, peirce, poster, sarcasm, greenwashing.