

## IMPLICATURE OF IRONY IN REPLIES INTENDED FOR OZAWA REN'S CONTROVERSIAL TWEET

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**Abstract:** This study aims to describe the irony's implicature in tweets intended for Ozawa Ren's controversial tweet. The writer uses Grice's implicature theory and Kapogianni's irony cues theory to analyze the data. The method used in this research was qualitative method. The data analyzed were tweets intended for Ozawa Ren's return letter. The approach of this study was pragmatics, therefore the utterances were analyzed based on the context. The use of sarcasm and irony to express one's thoughts can be found in the data used in this study. This study found that there are more data that fall into the sarcasm category than in the irony category.

**Keywords:** implicature; irony; pragmatics

### RESEARCH BACKGROUND

There are many ways to express opinions on social media. One way is to convey it in the form of irony and sarcasm. Irony can be defined as the act of 'saying something that is not in line with what was said'; for example if A says something that (grammatically) means M, actually, he means to say not-M (Attardo, 2000). Even though the irony is used to smoothen negative intentions, the main function of irony is to stick to the act of criticizing, blaming, or belittling something/someone (Grice in Fitzgerald, 2013). On the other hand, sarcasm is considered a "subcategory" of irony. When someone expresses criticism, sarcasm is frequently embedded to have a negative effect on a conversation. On the one hand, attitudes such as mocking, scorn, contempt, or ridicule embedded in ironic remarks are intended to insult or harm someone's feelings (Kreuz & Glucksberg, 1989; McDonald, 1999). Therefore, sarcasm is used to emphasize the negative tone of a message (Colston, 1997). Another difference between irony and sarcasm is irony does not identify the addressee, while sarcasm is more critical and identifies the addressee (Averbeck, 2013).

Regarding the act of expressing opinions on social media, in October 2022, the Twitter community was enlivened by news about a Japanese actor who decided to return to the world of entertainment after committing domestic violence against minors ("Bunshun Online" Special Team, 2021). The tweet drew harsh criticism from netizens, including Japanese netizens. From the criticism of the Japanese netizens, the writer found many uses of irony. This study uses a pragmatic approach with implicatures as an analytical study.

According to Yule (1996), pragmatics discusses the intent conveyed by the speaker. This includes what they really want to say based on whom they are speaking to, where they are speaking when they are speaking, and under what conditions. According to Grice in Saifudin (2020), participants in a conversation observe the cooperative principle, consists of the maxim of quality (say something honestly); the maxim of quantity (say something as much as needed); the maxim of relevancy (make your contribution as relevant as possible); and maxim of manner (avoid obscurity; avoid ambiguity; be brief; be orderly).

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## REVIEW OF RELATED LITERATURE

Similar research about implicature has been conducted by several researchers. They are Arifita (2018), Saimon (2022), Lutfiyani (2020), Handayani (2020), Syarifuddin (2022).

Arifita's research (2018) is titled *Ironi dalam Pelanggaran Maksim Prinsip Sopan Santun pada Manga Koe no Katachi*. This research analyzed ironical utterances in Koe no Katachi manga that violated Grice's generosity maxim. The similarity between Arifita's research and our research was the research object, for this instance, ironical utterances. Arifita analyzed ironical utterances to conclude the violation of Grice's generosity maxim. Meanwhile, our research analyzed the same object to conclude that the implicature consisted of ironical and sarcastic utterances using Grice's cooperative principle theory.

Saimon's research (2022) is titled *Penggunaan Ragam Bahasa Sindiran dalam Kalangan Pengguna Twitter*. This research used the qualitative method and Keraf's theory. The data used in this research were obtained from 30 respondents who made random tweets on Twitter. This research resulted that the sarcastic language is not a new phenomenon; it has been used extensively in society for a long time. The reason for this is that society nowadays cares less about morality, good manners, and courteous customs in both writing and speaking, to the point that using sarcastic language is acceptable and has been used without restriction by various communities in Malaysia. Our research has the same data; namely tweet that contains satirical language. On the other hand, there is a difference on the theory we used. Aminuddin used Keraf's theory meanwhile our study used Kapogianny's irony cues theory, Grice's cooperative principle theory, McDonald and Kreuz- Glucksberg's sarcasm theory.

Lutfiyani's research (2020) is titled *Sarkasme pada Media Sosial Twitter dan Implikasinya terhadap Pembelajaran Bahasa Indonesia di SMA*. This research used the qualitative method and Elizabeth Camp's sarcasm theory. The data used in this research were obtained from replies intended for Fadli Zon's tweet. The sarcasm that was found on the data was later used in Indonesian language learning for high school student. The difference between Lutfiyani and our research is meanwhile Siska conducted this research in order to compile learning materials about sarcasm, we conducted our research in order to find the implicature in ironic and sarcastic utterances.

Handayani's research (2020) is titled *Tindak Tutur Ironi dan Kelakar dalam Acara Rumpi di TRANSTV: Tinjauan Pragmatik*. This research used the qualitative method and Leech's politeness scale theory. The data source was a speech of the host and guest stars containing acts of irony and jokes. This research aimed to describe irony and jokes uttered by the host and the guest star, using Leech's politeness theory and politeness scale theory. The difference between Handayani and our theory is our research aimed to comprehensively describe ironic and sarcastic utterances using Kapogianny's irony cues theory.

Syarifuddin's research (2022) is titled *Gaya Bahasa Sindiran Pengguna Media Sosial Twitter Seputar Pemilihan Presiden Prancis 2022*. This research aimed to find out the type of satire language style used by Twitter users and the intentions behind the tweets and replies addressed to presidential candidates in the context of the 2022 French presidential election. The result shows that the types of sarcastic language style used in the data are profanity, accusation, criticism, and insult. The intentions related to political opinions, poll results, leadership results, alliances, character, work programs, controversial cases, internal conflicts, and problems of

racism. The difference between Syarifuddin’s research and our research is while there’s 4 sarcastic language style found in Syarifuddin’s data, our data only served 2 sarcastic languages but later described its implicature comprehensively using Kapogianni irony cues theory and Grice’s cooperative principle theory.

## RESEARCH METHOD

This research applied the qualitative method. The data were obtained from the Twitter account @occult\_box posted on October 8, 2022. The data were in the form of tweets. The data were analyzed using the irony cues theory proposed by Kapogianni (2016) and Grice’s cooperative principle theory. Then, each one of the data were examined whether it bears a sarcastic tone or not, by using Mcdonald (1999) and Kreuz & Glucksberg (1989) sarcasm theory. The proposed cues by Kapogianni were:

- 1) Background contrast
- 2) Discrepancy (between what is said and some element of the context at hand)
- 3) Evaluation (given by the speaker)

## RESULT AND DISCUSSION

Ironic utterance and sarcastic utterances in tweets intended for Ozawa Ren’s return letter can be seen in Table 1:

**Table 1.** Ironic utterances and sarcastic utterances in tweets intended for Ozawa Ren's return letter

Category	Number
Sarcastic utterance	16 utterances
Ironic utterance	8 utterances

Based on the findings, there are 2 categories of utterance in replies intended for Ozawa Ren’s controversial tweet, with the highest findings being the sarcastic utterance and followed by ironic utterance.

### Excerpt 1

演技が好きです！おかえりなさいとか言ってるファンおってやば。こんな人間の皮被ったサイコに演技の心なんてもんあるわけないだろ、、、

Engi ga sukidesu! Okaerinasai toka itteru fan otte yaba. Kon'na ningen no kawa kabutta saiko ni engi no kokoro nante mon aru wake naidaro

I love the acting world! There’s actually fans who say something like ‘welcome back’ and it’s horrible.... There’s no way a psycho disguising in human skin has the heart to do

acting....

In Excerpt 1, the speaker (user @Pt6GaEhm) and the hearer (Ozawa Ren) had a contrasting background on their beliefs. In the letter, Ozawa Ren expected to give a smile and happiness through his acting, but the speaker does not have the same expectation and thus said, *'Kon'naningen no kawa kabutta saiko ni engi no kokoro nante mon aru wake nai daro'* 'There's no way a psycho disguising in human skin (Ozawa Ren) has the heart to do acting'. The discrepancy uttered by the speaker consisted in the sentence *'Engi ga sukidesu!'* 'I love the acting world!' as the speaker did not really mean to say they factually loved the acting world, but rather indirectly criticizing the numerous fan who welcomed Ozawa Ren, *'Okaerinasai toka itteru fan otte yaba'* 'There's fans (in reality) who say something like 'welcome back' and its horrible...'. The evaluation the speaker attempted to give was Ozawa Ren should not have considered returning to the entertainment world.

The speaker flouted the maxim of quality. The reason was because the speaker lied about saying 'Loving the acting world' because, given the context (Ozawa Ren's controversy), they meant to say the opposite. Excerpt 1 falls under the sarcastic utterance because the speaker addresses Ozawa Ren as a 'psycho'.

### Excerpt 2

期待に応えられなかった人間の言葉かと思いきや、人間として最低限守るべきラインすらぶっちぎった犯罪者の文章かよ反省とか1ミリもしてなさそう

Kitai ni kotae rarenakatta ningen no kotoba ka to omoiki ya, ningen to shite saiteigen mamorubeki rain sura butchigitta hanzai-sha no bunshō ka yo hansei toka 1-miri mo shite nasa-sō

I thought it was the words of a human being who could not live up to expectations, but it seems to be a sentence of a criminal who broke even the minimum line that human beings should follow. I don't think you have regretted even one millimeter.

In Excerpt 2, the speaker (user @bagelmnst) and the hearer (Ozawa Ren) had a contrasting background on their beliefs. Ozawa Ren changed the crime he committed by watering it down, saying 'he could not live up to expectations' making it sound like it was a trivial matter but the speaker thought otherwise, thus saying '...but it seems to be a sentence of a criminal who broke even the minimum line that human beings should follow.' The discrepancy uttered by the speaker consisted in the speaker's saying that Ozawa Ren might not regret even the slightest, given the fact that he watered down what he has done. The evaluation the speaker attempted to give was Ozawa Ren should not belittle the violence he committed; instead, he should take it into account to reflect on it.

The speaker flouted the maxim of manner. The reason was because they beat around the bush by saying, *'I thought it was the words of a human being who could not live up to expectations'*, the word *'thought'* here doesn't imply that the speaker actually thinks about their statement in the following utterance. The speaker could have straight up said *'It's a sentence of a criminal who broke even the minimum line that human beings should follow.'* Excerpt 2 can be interpreted as

sarcastic utterance because the speaker addresses Ozawa Ren as ‘*a criminal who broke even the minimum line that human beings should follow.*’

### Excerpt 3

笑顔と幸せと元気を皆に与えたいなら君が家からでて来なければ良いだけだよ。  
 外に出れば迷惑だからね。一生家にひきこもってください。

Egao to shiawase to genki o mina ni ataetainara kimi ga ie karadete konakereba yoi dakeda yo.  
 Soto ni dereba meiwakudakara ne. Isshō-ka ni hikikomotte kudasai.

If you want to give everyone smiles, happiness and energy, all you must do is not leaving your house. It will be a nuisance if you go outside. Please stay at home for the rest of your life.

In Excerpt 3, the speaker (user @anicob123) and the hearer (Ozawa Ren) had a contrasting background on their beliefs. Ozawa Ren wanted to give everyone smiles, happiness, and energy by coming back to the acting world. The speaker thought otherwise as they said in a derogatory manner, Ozawa Ren should isolate himself (*hikikomori*) for the rest of his life. The discrepancy lay in how the speaker seemed like they attempted to give Ozawa Ren constructive input, where in the end, they were being ironic saying that ‘It will be a nuisance if you go outside, please stay in your house forever.’ The evaluation the speaker attempted to give was Ozawa Ren should have not considered showing his face in public ever again given the huge crime he committed.

The speaker flouted the maxim of manner. The reason was that their criticism seems harmless until they said, ‘*It will be a nuisance if you go outside. Please stay at home for the rest of your life.*’, their true intention was to reproach Ozawa Ren. Excerpt 3 is an ironic utterance turned to sarcastic utterance because the speaker implies that Ozawa Ren should forever hide his face from the public in order to achieve his ideal (giving everyone smiles, happiness and energy). In the end, the speaker suggested that if Ozawa Ren got out of his house, everyone would not be pleased.

### Excerpt 4

今のところ”だらしなさ”の定義をもっとも広げた人間なのではないだろうか？

Imanotokoro ”darashina-sa” no teigi o mottomo hirogeta ningen'na node wanaidarou ka?

Isn't he the person who has broadened the definition of "sloppy" the most so far?

In Excerpt 4, the speaker (user @SUqs7PF0f3TO0Vr) and the hearer (Ozawa Ren) had a contrasting background on their beliefs. Ozawa Ren labeled the crime he committed by watering it down to something ‘sloppy’, meanwhile the speaker thought it clearly wasn’t, thus saying ‘Ozawa Ren has broadened the definition of ‘sloppy’ the most so far. The discrepancy uttered by the speaker consisted in how the speaker pointed out Ozawa Ren’s way to water down the term ‘sloppy’ to implicitly criticize the way Ozawa Ren generalized ‘great violence’ as <http://publikasi.dinus.ac.id/index.php/uncle>

something sloppy. The evaluation the speaker attempted to give was Ozawa Ren should have not interpreted the crime he committed as something unimportant by labeling it as such a light term (sloppy).

The speaker flouted the maxim of relevancy. When the speaker said ‘broadened...the most’, it didn’t mean to appreciate, but rather criticize because Ozawa Ren clearly had put a wrong interpretation on ‘crime and violence.’ Excerpt 4 is an ironic utterance because they were trying to give Ozawa Ren a lenient criticism by giving a rhetorical question to emphasize it, without making it sound less like criticism.

### Excerpt 5

『笑顔と幸せと元気を与える』人生においてマジで信用してはいけないフレーズであると教えてくれている
“Egao to shiawase to genki o ataeru” jinsei ni oite majide shin'yō shite wa ikenai furēzudearu to oshiete kurete iru
"Gives smile, happiness, and energy" teaches us that it's a phrase you shouldn't really trust in life.

In Excerpt 5, the speaker (user @kaznotzumi) and the hearer (Ozawa Ren) had a contrasting background on their views. Ozawa Ren believed that by saying “give smile, happiness and energy” he could restore his public image to the state before the scandal happened but the speaker did not think so, hence suggesting that the saying is a mere lie. The discrepancy uttered by the speaker consisted in how the speaker focused on saying that ‘Gives smile, happiness, and energy’ is a phrase we should not trust instead of pointing out the crime Ozawa Ren did. The evaluation the speaker attempted to give was a celebrity should not use phrases such ‘give smile, happiness, and energy’ when they try to apologize to the guilt they do because the audience knew already that it is not a sincere apology.

The speaker flouted the maxim of manner. The reason is that the speaker didn’t mention something that is related to Ozawa Ren’s crime and return letter, but rather said something that can be learned by the hearer other than Ozawa Ren. Excerpt 5 is an ironic utterance because it smoothens the criticize the speaker attempted to give to Ozawa Ren.

### Excerpt 6

期待に応えるって、お前は被害者に人生をかけて償うことしか期待されてねえよ (笑)
Kitai ni kotaeru tte, omae wa higaisha ni jinsei o kakete tsugunau koto shika kitai sa re tenē yo (Wara)
When you say you live up to expectations, you are only expected to spend your life making amends to the victim (laughs).

In Excerpt 6, the speaker (user @sutorongu\_ossan) and the hearer (Ozawa Ren) had a contrasting

background on their beliefs. In the letter, Ozawa Ren wanted to live up to people's expectations, in this context, he expected to improve his self-image as a public figure. The speaker didn't have the similar ideas, therefore saying '*Omae wa higaisha ni jinsei o kakete tsugunau koto shika kitai sarete nee yo*' 'You are only expected to spend your life making amends to the victim'. The discrepancy lies in the speaker's utterance on how Ozawa Ren is expected to spend his life atoning for the life of the victim he destroyed, which clashes with Ozawa's initial desire (to live up to people's expectations). The evaluation the speaker attempted to give was instead of concerning himself with people's perspective on him, he should be reflecting more on the harm he caused to the victim and the victim herself.

The speaker flouted the maxim of quantity. The reason is that Ozawa Ren actually doesn't need to get told that 'He is expected to spend his life making amends to the victim, but the speaker said it to criticize him anyway. Excerpt 6 is a sarcastic utterance because the speaker attempted to make Ozawa Ren remember the live of someone he had taken.

## CONCLUSION

The use of sarcasm and irony as a way to express one's thoughts can be found in the data used in this study. In the data that has been obtained, there is more data that falls into the sarcasm category than in the irony category. Even though a speaker intends the utterance to be ironic at first, it can eventually change to sarcastic given the context (the several misdeeds in Ozawa Ren's return letter). The reason why sarcastic utterance has a greater number of findings is because the target is a perpetrator of great violence (domestic violence and sexual violence to a minor) who had the nerve to declare that he wanted to come back to the entertainment world despite the crime he committed. Thus, the utterance targeted to Ozawa Ren is mostly sarcastic; tend to convey a negative emotion, and address the addressee with hurtful words. The evaluation directed to Ozawa Ren mostly criticizes his decision to return to the entertainment room despite his infamous status as a sexual violence perpetrator.

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