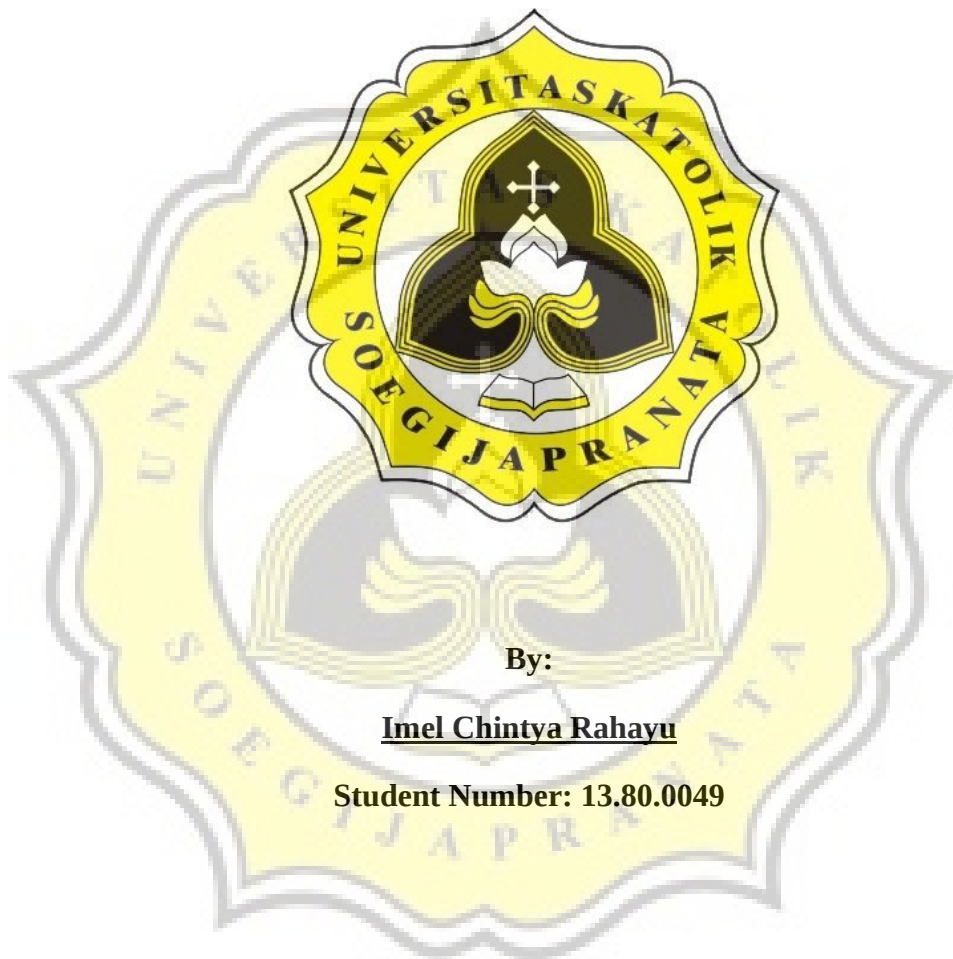


# **AN ANALYSIS OF PUNS IN INSTAGRAM**

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the  
Bachelor Degree in the English Linguistics Study Program**



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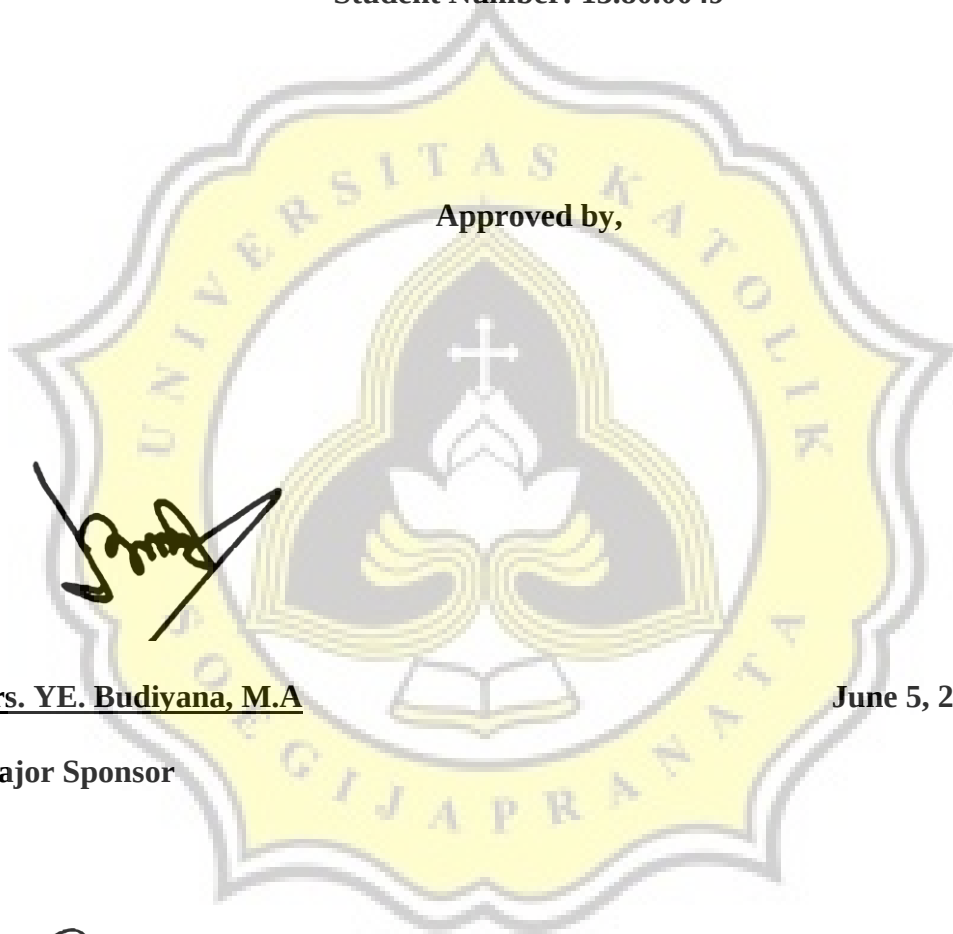
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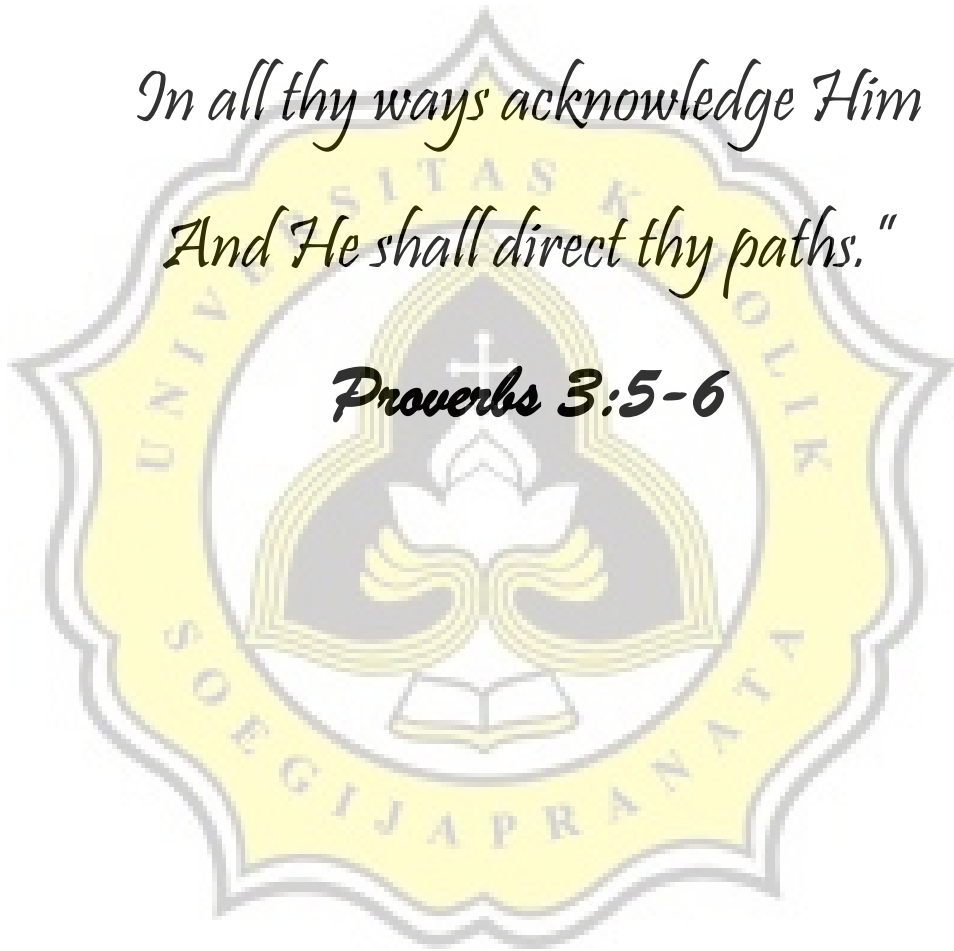


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*"Trust in The Lord with all thine heart  
And lean not unto thine own understanding  
In all thy ways acknowledge Him  
And He shall direct thy paths."*

***Proverbs 3:5-6***



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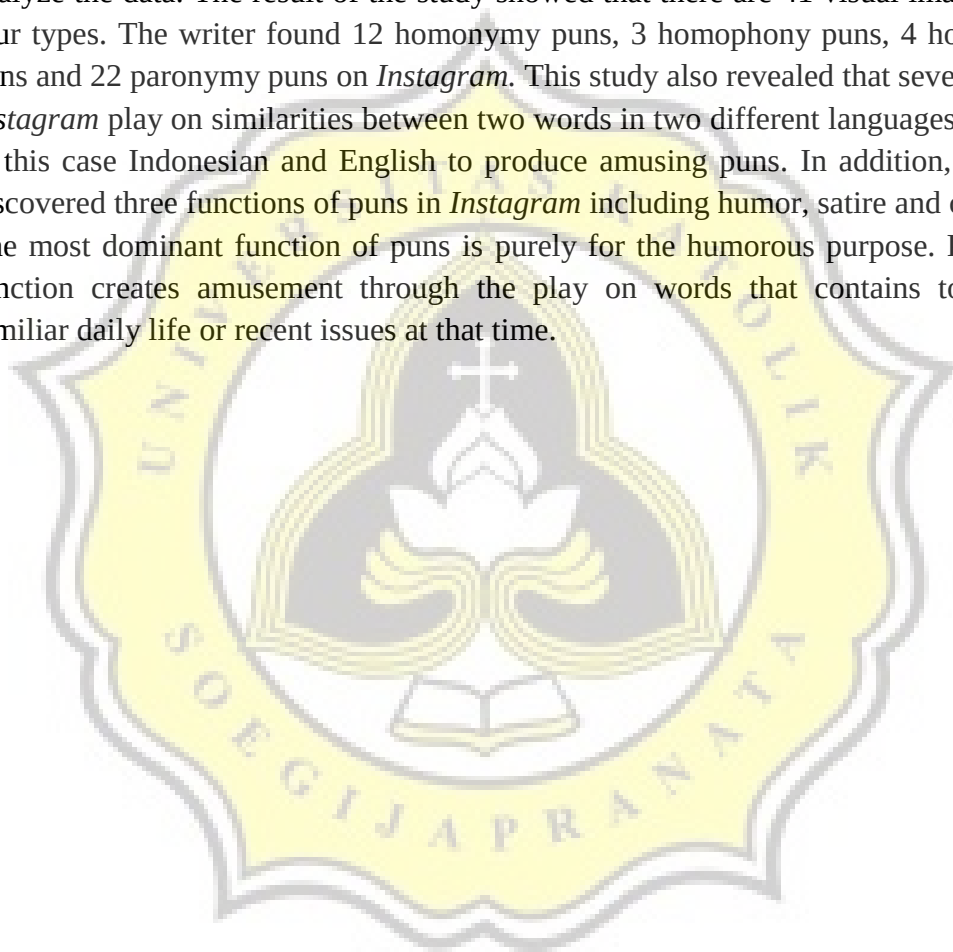
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## ABSTRACT

As one of language phenomenon, puns nowadays are widespread in various forms of media. This study deals with types and function of puns in social media specifically *Instagram*. The puns were applied on *Instagram* in a form of verbal (textual) visual puns which combine those two aspects in forming the pun itself. This study aims to identify the types of puns, and to analyze the function of puns in *Instagram*. The visual image data were taken from the posts of *Instagram* user accounts. In collecting the data, the writer used *Instagram* application and took screenshots of the visual data. Qualitative method was employed in this study to analyze the data. The result of the study showed that there are 41 visual image puns in four types. The writer found 12 homonymy puns, 3 homophony puns, 4 homography puns and 22 paronymy puns on *Instagram*. This study also revealed that several puns in *Instagram* play on similarities between two words in two different languages which are in this case Indonesian and English to produce amusing puns. In addition, the writer discovered three functions of puns in *Instagram* including humor, satire and cleverness. The most dominant function of puns is purely for the humorous purpose. Pun in this function creates amusement through the play on words that contains topic about familiar daily life or recent issues at that time.



## ABSTRAK

Sebagai salah satu fenomena bahasa permainan kata tersebar luas di berbagai bentuk media sekarang ini. Penelitian ini membahas tipe dan fungsi permainan kata pada media sosial khususnya Instagram. Permainan kata yang digunakan pada Instagram yaitu dalam bentuk verbal dan visual yang menggabungkan dua aspek tersebut dalam membentuk permainan kata itu sendiri. Penelitian ini bertujuan untuk mengenali tipe-tipe dan fungsi permainan kata pada Instagram. Data gambar visual diambil dari postingan para akun pengguna Instagram. Dalam mengumpulkan data, Penulis menggunakan aplikasi Instagram dan mengambil tangkapan layar dari data visual. Metode Kualitatif digunakan dalam penelitian ini untuk mengolah data. Hasil penelitian menunjukkan terdapat 41 gambar visual permainan kata dalam 4 tipe. Penulis menemukan 12 permainan kata tipe homonim, 3 permainan kata tipe homofon, 4 permainan kata tipe homograf dan 22 permainan kata tipe paronim dalam Instagram. Penelitian ini juga menunjukkan bahwa beberapa permainan kata pada Instagram menggunakan kemiripan dua kata dalam dua bahasa yang berbeda yaitu Bahasa Indonesia dan Inggris untuk menciptakan permainan kata yang menarik. Selain itu, penulis juga menemukan bahwa terdapat 3 fungsi permainan kata pada Instagram yaitu humor, sindiran dan kepandaian. Fungsi yang paling dominan yaitu murni untuk tujuan humor. Permainan kata dalam fungsi ini menciptakan hiburan melalui permainan kata-kata yang memuat topik tentang kehidupan sehari-hari yang tidak asing atau isu-isu yang sedang terjadi pada saat itu.

