

ABSTRACT

STYLE OF LANGUAGE IN STAND UP COMEDY TECHNIQUE (Qualitative Content Analysis of Kiki Saputri's Roasting to Public Officials on Rosi Shows on Kompas TV)

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This study discusses the language style and roasting technique used by Kiki Saputri in Rosi's talk show on Kompas TV. This is illustrated by Rosi's broadcast on Kompas TV. This research is interesting because there are not many other researchers who have raised the same topic, the results are expected to provide wider knowledge to readers regarding the style of language and roasting done by comics. The method obtained is using qualitative content analysis with an inductive approach. The paradigm used is post positivism. The data found in this study are based on the reality that occurs in the show "Pecah! Komika Kiki Saputri Roasting The Ministers! - Unfinished Work (chapter 5)" which illustrates that a comedian himself has a style of language and his own roasting technique that is mastered. The language style used by Kiki Saputri in this case is Pleonasm, Hyperbole, Metaphor, Simile, Irony, Cynicism, Sarcasm, and Satire as well as three roasting techniques, namely set-up, punch-line and one-liners.

Keywords: Stand Up Comedy, Language Style, Roasting Technique, Qualitative Content Analysis.

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