ABSTRAK

Skripsi ini berjudul "Majas Sindiran dalam *Video Game Bully* Karya *Rockstar Games*: Kajian Semantis." Tujuan penelitian ini adalah untuk mengidentifikasi dan menganalisis penggunaan majas sindiran dalam video game "*Bully"* dengan pendekatan kajian semantis. Peneliti menggunakan metode deskriptif kualitatif berdasarkan Sugiyono (2015). Data dikumpulkan dari dialog karakter dalam game *"Bully"* dan diklasifikasikan berdasarkan jenis majas sindiran yang digunakan, yaitu sarkasme, ironi, sinisme, *innuendo*, dan *satire*. Hasil analisis menunjukkan bahwa majas sindiran yang paling dominan adalah sarkasme, diikuti oleh ironi, sinisme, innuendo, dan satire. Selain itu, penelitian ini juga mengidentifikasi enam jenis makna yang dihasilkan dari penggunaan majas sindiran tersebut, yaitu makna konotatif, afektif, konseptual, refleksi, tematik, dan stilistika. Penelitian ini terdiri dari 30 sampel, dan hasil analisis menunjukkan bahwa sarkasme digunakan sebanyak 12 data (40%), ironi 9 data (30%), sinisme 4 data (13.3%), *innuendo* 3 data (10%), dan *satire* 2 data (6.7%). Ditemukan juga enam jenis makna yang dihasilkan dari penggunaan majas sindiran ini, yaitu makna konotatif sebanyak 13 data (43.3%), makna afektif 9 data (30%), makna konseptual 2 data (6.7%), makna refleksi 3 data (10%), makna tematik 1 data (3.3%), dan makna stilistika 2 data (6.7%).

Kata Kunci: majas sindiran, *video game Bully,* semantik, sarkasme, makna.

ABSTRACT

This thesis is titled "Sarcasm Figure of Speech in the Video Game Bully by Rockstar Games: A Semantic Study." The purpose of this research is to identify and analyze the use of sarcasm figure of speech in the video game "Bully" through a semantic study approach. The researcher uses a descriptive qualitative method based on Sugiyono (2015). Data is collected from character dialogues in the game "Bully" and classified based on the types of sarcasm figure of speech used: sarcasm, irony, cynicism, innuendo, and satire. The analysis results show that sarcasm is the most dominant figure of speech, followed by irony, cynicism, innuendo, and satire. Additionally, this research identifies six types of meanings generated from the use of sarcasm figure of speech: connotative meaning, affective meaning, conceptual meaning, reflective meaning, thematic meaning, and stylistic meaning. This study consists of 30 samples, and the analysis results show that sarcasm is used in 12 data (40%), irony in 9 data (30%), cynicism in 4 data (13.3%), innuendo in 3 data (10%), and satire in 2 data (6.7%). Furthermore, six types of meanings are found: connotative meaning in 13 data (43.3%), affective meaning in 9 data (30%), conceptual meaning in 2 data (6.7%), reflective meaning in 3 data (10%), thematic meaning in 1 data (3.3%), and stylistic meaning in 2 data (6.7%).

***Keywords**: sarcasm figure of speech, video game Bully, semantic, sarcasm, meaning.*