CHAPTER 1

INTRODUCTION

A. Background of the Research

Iron Man is a movie that was first released 2 Mei 2008 by the Marvel Cinematic Universe, based on the marvel comic character Iron Man. The Movie was directed by Jon Favreau, produced by Avi Arad and Robert Downey is the main character in this movie. Show time was distributed the 126-minute film, making a profit of US $586 million. This movie was scored as 7.9 in IMDb, 94% in rotten tomattoes, and 7.9 in matacritic. The thing that makes this movie exciting is that Iron Man comes from the Marvel comic that was first shown up on the screen, this movie is inseparable from the complexity of technology that can render people fascinated, Robert Downey is also very appropriate to portray Tony Stark 's figure in the movie.

This movie is about Stark Industry, which sells war supplies that dominates the industry. The tale starts when Tony Stark and his partners have business in Afghanistan, the country is probably not safe from numerous rebellions. Before they returned home, Stark Industrial company cars were attacked by unidentified rebels. All the workers died. The only one who survived was Tony Stark who later became a hostage to make them newly launched weapons. But with his intelligence and desire to survive, Tony Stark managed to escape from the cave with technology that no one else had thought of. He designed an armor using a sophistcated technology in a cave

by himself. This armor would be Tony Stark's main weapon in this movie. When he got home, he continued to improve the developed technology along with the suit using sophisticated items he had.

Tony Stark has Anthony Edward Stark's full name. He was born in the New York town of Long Island. Howard Anthony Stark as a father and Maria Stark as a mother are Tony Stark 's parents. His father, owner of the Stark Industries (Stark Enterprises) firm, was a prominent rich businessman. Little Tony Stark is a genius of a prodigy, a child with exceptional intellect, particularly in technology, in engineering in particular. Tony Stark has a narcissistic attitude in this movie and he is never serious, injecting sarcasm into his interactions. Recent studies from American Psychological Association showed that people used sarcasm are actually smarter than most people in general. The writer analyzed a fictitious movie because the writer considers it is more attractive to young people than non-fiction films. Fantasy, sophisticated technology, and magic are more popular and interesting for young people.

Related to communication, there are different speaking styles, one of which is sarcasm. People who frequently speak sarcasm and are disrespectful actually have greater emotion and brain function than people who never speak harsh words or sarcasm, based on studies from the University of California San Francisco (2011). Not just that, people sarcasm has an outspoken, direct demeanor and a solid and commanding character in general. Sarcasm is a kind of communicating figure. The object of sarcasm is to insinuate someone

or something, or to offend. Sarcasm could be an insult that uses blunt language to express bitterness and frustration. This style of expression can hurt someone's emotions. The definition of sarcasm in Indonesian is different from many people's assumption that sarcasm implies a phrase that is the reverse of its definition, such as irony. Sarcasm is a language style that includes ridicule as well as criticism. In Indonesia, Internet users known as netizens generally use sarcasm to communicate views or behaviors that appear to be pessimistic about the subject of discussion. Netizens' derogatory comments on the "Lambe Turah" Instagram account are some examples of this statement. It is usually easy to understand sarcasm conveyed face to face with the listener because it is accompanied by facial expressions, body movements and voice tones that imply negative meanings. In the meantime, sarcasm expressed in text form will lead the reader to misinterpret the author's intended feelings.

If we relate it to real life, this sarcasm is very often encountered, a small example is Asian parents who often scold their crying children with "go on, cry to your heart's content, you don't have to stop at all" even though a little child will not understand it is a sarcasm. small and examples like that that we often encounter sarcasm in real life.

There are several reasons why the writer chose this title. Firstly, it is because sarcasm is less popular in society, especially in Indonesia. There are many people who still do not understand sarcasm even if it is mentioned in many occasions. Second is the fact that most people got offended by sarcasm

as they did not realized that it was a joke. The last reason is that the writer wants to highlight the perspective of Tony Stark related to the meaning and the purpose of sarcasm. Since the sarcasm appeared in this movies was interesting to be elaborated in details, the writer attempted to analyze and deliver the meaning in this research.

Related to literature, which is a type of reading material made up of letters, numbers, and images that can be used for tasks, as well as a set of writings or information sources containing different types of knowledge. The meaning of literature is that every human mind has a purpose, so our task is to discover new ideas by having a strong sense of curiosity. This is how we find straightforward and accurate responses to educators' assignments, and then we have to search for clear facts through references, it can come from everything you obtain. Then there's literature, which is material that can be traced back to other sources.
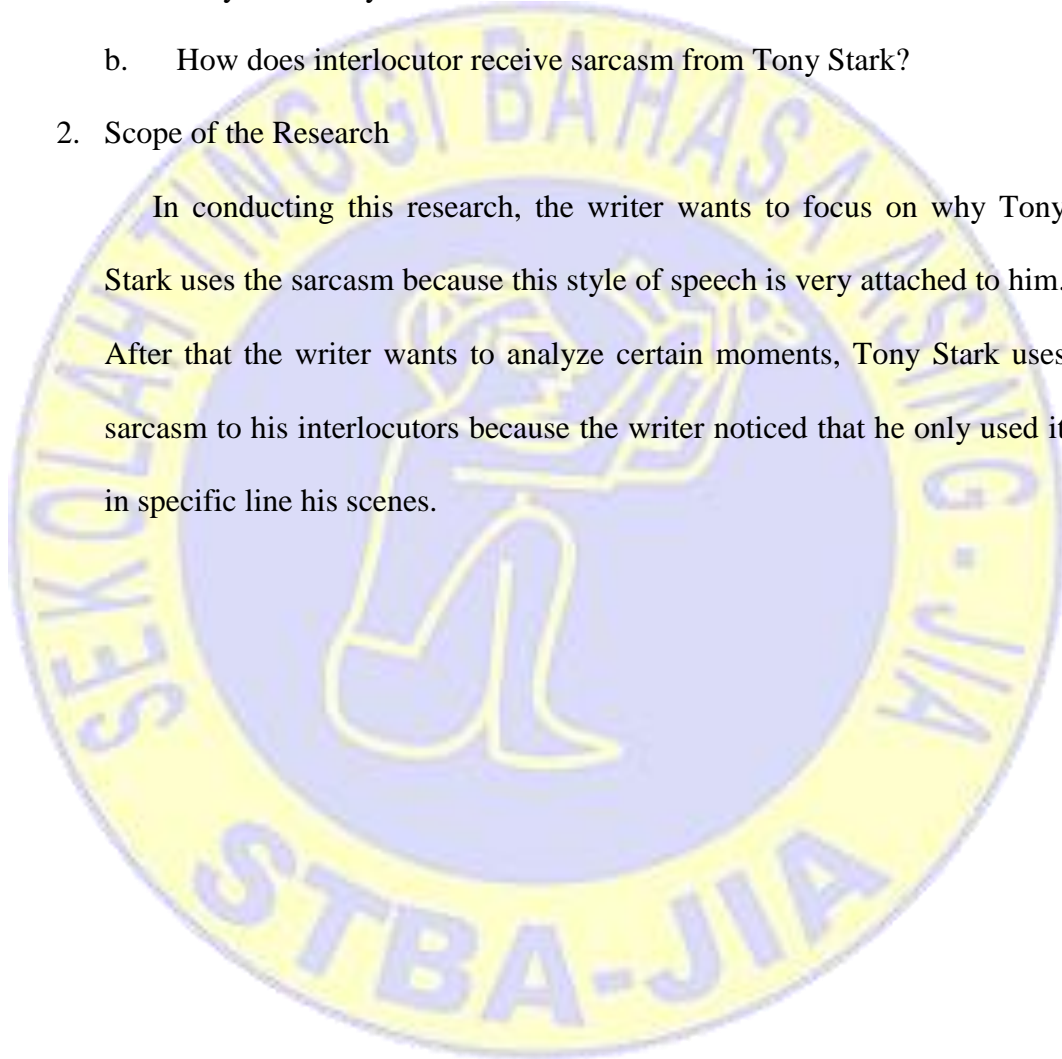
B. Question and Scopes of the Research

1. Question of the Research

    The problem in this research is to analyze sarcasm, so that the formulation of the problem in this research is, as following:

    a.   Why does Tony Stark use sarcasm when he talks to the others?

    b.   How does interlocutor receive sarcasm from Tony Stark?

2. Scope of the Research

    In conducting this research, the writer wants to focus on why Tony Stark uses the sarcasm because this style of speech is very attached to him. After that the writer wants to analyze certain moments, Tony Stark uses sarcasm to his interlocutors because the writer noticed that he only used it in specific line his scenes.

C. Objective and Significance of the Research

1. Question of the Research

   Referring to the formulation of the problem, this research aims to:

   a. To find out why Tony Stark talks the sarcasm to the others.

   b. To identify whether Tony Stark's interlocutor accepts the sarcasm.

2. Significance of the Research

   Theoretically, the benefit from the results of this analysis is to know sarcasm sentences in several contexts, especially sarcastic lines expressed by Tony Stark in Iron Man, whereas practically, the results of this analysis is expected to be helpful for other writers who are analyzing sarcasm or the main character of this movie.

D. Operational Definition

1. Movie

   Movies is a kind of visual communication that uses moving images and sound to tell stories or teach something to people.

   as its film forays, including those inside the Marvel Cinematic Universe.

2. Main Character

   Main character is the person that the story is mainly about or the story's point of view.

3. Analysis

   Analysis is the process of dividing into smaller parts a complex subject or substance in order to gain a better understanding of it.

4. Sarcasm

   Sarcasm is a comments that explicitly mean the opposite of what a person says in order to hurt someone's feeling or to humorously critize something.

5. Literature

   Literature is a study in which life or art is represented in connection with ideas of the thoughts and emotions of individuals with characteristic or important characteristics, such as poetry, novels, history, biography, and essays.

E. Systematization of the Research

Systematization of the research is required to present the writing in a well-edited composition. The research is divided into five parts, as follows:

Chapter I Introduction describes the context of the study and why the writer chooses the research, questions and scope of the study, purpose and importance of the study, operational description, and systematization of the study, which is the overview of the research content as a whole.

Chapter II Theoretical description consists of sarcasm, Tony Stark, and Iron Man. The chapter also explain expert concerned with this analysis.

Chapter III Research methodology covers procedure of the research, technique of the data collection, technique of the data analysis and the data source.

Chapter IV Analysis data presents a data description which will displays the data analyzed by the writer. Next is data analysis which is the analysis of the writer on the data, and an interpretation of the research findings.

Chapter V Conclusion and suggestion consists of a conclusion that relates to the hypothesis discussion and suggestions that relate to the significance of the research.