LINGUISTIC STRATEGIES IN AMERICAN COMEDY VIDEOS BY TAYLOR TOMLINSON ON YOUTUBE: A CONTENT ANALYSIS OF LINGUISTIC COMEDY TECHNIQUES

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ABSTRACT

This study investigates the evolving role of comedy in American culture, particularly through the lens of digital platforms like YouTube, where comedians such as Taylor Tomlinson have emerged as influential voices. Comedy not only serves as entertainment but also acts as a form of social commentary, providing a brief respite from authority and societal pressures. The research focuses on the linguistic strategies employed by Tomlinson in her videos, such as wordplay, irony, sarcasm, exaggeration, incongruity, satire, and also metaphor. With qualitative content analysis, the study reveals how these linguistic strategies shape her comedic narratives and enhance audience engagement. The findings contribute to our understanding of the interplay between language and culture in online comedy, offering valuable insights for content creators, educators, and researchers. As the digital media landscape evolves, grasping the linguistic nuances that foster humor remains essential for effective audience connection.

Keywords: Comedy, YouTube, Linguistic Strategies, Language and Culture, Taylor Tomlinson, Digital Media

ABSTRAK

Studi ini menyelidiki peran komedi yang berkembang dalam budaya Amerika, khususnya melalui platform digital seperti YouTube, di mana komedian seperti Taylor Tomlinson telah muncul sebagai suara yang berpengaruh. Komedi tidak hanya berfungsi sebagai hiburan tetapi juga sebagai bentuk komentar sosial, memberikan jeda sejenak dari otoritas dan tekanan masyarakat. Penelitian ini berfokus pada strategi linguistik yang digunakan oleh Tomlinson dalam video-videonya, termasuk permainan kata, ironi, sarkasme, exaggerasi, ketidakselarasan, satire, dan metafora. Dengan menggunakan analisis konten kualitatif, studi ini mengungkap bagaimana strategi-strategi ini membentuk narasi komedi dan meningkatkan keterlibatan audiens. Temuan ini memberikan kontribusi pada pemahaman kita tentang interaksi antara bahasa dan budaya dalam komedi daring, menawarkan wawasan berharga bagi pencipta konten, pendidik, dan peneliti. Seiring dengan perkembangan lanskap media digital, memahami nuansa linguistik yang mendorong humor tetap penting untuk koneksi audiens yang efektif.

Kata Kunci: Komedi, YouTube, Linguistik Strategi, Bahasa dan Kultur, Taylor Tomlinson, Era Digital

A. Introduction

Comedy has long played a crucial role in human culture, serving as a source of entertainment, social commentary, and a means of coping with life's challenges. Traditionally,

comedy offers audiences a temporary escape from authority and societal pressures, allowing for a unique reflection on the absurdities of life. However, the rise of digital platforms, particularly YouTube, has transformed this landscape, creating new avenues for comedic expression and audience engagement (Kim 2012). Despite the wealth of comedic content available online, there remains a gap in understanding how linguistic strategies specifically shape the comedic narratives of contemporary comedians. Previous studies have highlighted the significance of humor in social discourse, yet they often overlook the nuanced linguistic techniques that enhance engagement and resonance with diverse audiences. According to (Sherzer 1996), Linguistic strategies refer to the techniques and methods used in language to influence, shape narratives, and affect public opinion, particularly in media platforms. Understanding these strategies helps develop a critical awareness of how language mediates our understanding. For example, while comedians like Taylor Tomlinson have gained substantial recognition, a detailed analysis of her linguistic approach and its effectiveness in eliciting humor is lacking.

This study addresses this gap by focusing on the linguistic strategies employed by Tomlinson in her YouTube videos, such as wordplay, irony, satire, exaggeration, metaphor, incongruity, and sarcasm. By employing qualitative content analysis, this research aims to provide fresh insights into how language and humor intersect in the digital age, contributing to both academic discourse and practical applications for content creators and educators. The findings will not only enhance our understanding of comedy's role in contemporary society but also offer innovative approaches to engaging audiences through effective linguistic strategies.

B. Research Methods

This research using qualitative content analysis focus on examining the content of texts, which can be in written or spoken form, to identify patterns, themes, and underlying meanings. Qualitative content analysis, as a methodology, serves as a framework for systematically

examining and understanding the substance and context of the subject of study (Mayring 2014). A random sampling technique will be employed to ensure fairness and representativeness; five videos will be chosen from Taylor Tomlinson comedy videos. with consideration given to various factors including video popularity, content variety, and audience engagement. Qualitative content analysis will systematically examine these videos, identifying and analyzing linguistic strategies such as wordplay, sarcasm, irony, satire, exaggeration, incongruity and metaphor used for comedic effect. According to (Lynch 2001). Transcribing helps notice errors in speech and focus on language form, leading to improvements in language skills. Transcribing software includes Otter.ai, Rev.com, and Transcribe. After transcribing, each sentence was qualitatively examined to identify instances of the predefined linguistic strategies. This examination involved careful observation and documentation of the linguistic elements present in Taylor Tomlinson's comedic content

C. Finding and Discussion

In analyzing comedic performance through the lens of linguistic types identified by (Obasi and Melafa 2022), the following distribution of comedic elements was observed across five different comedy videos. In 5 selected videos linguistic strategies occuring about 76 times.

Tabel 1.1

Linguistic Strategies	Total
Incongruity	9
Metaphor	11
Wordplay	9
Sarcasm	10
Irony	15
Satire	1
Exaggeration	22
Total	76

Here's the example:

1. Incongruity: It's about showing your partner why you're mean to them sometimes." The humor comes from the unexpected twist on the purpose of the introduction. Instead of being a simple meet-and-greet, it's portrayed as a way to justify personal behavior.

According to (Clark 1970), Incongruity is when our expectations are subverted or contradicted by reality, leading to a sense of amusement or laughter.

2. Exaggeration: "You have no intuition, no instincts, you can't make decisions, only mistakes." emphasizing the mistakes and lack of intuition. Highlights the difficulties of making decisions in your twenties by listing exaggerated shortcomings.
   According to (Feibleman 1938), Exaggeration is a rhetorical device used to overstate or magnify something beyond its actual scale or importance for emphasis, humor, or dramatic effect.

3. Irony: "But I've been doing a lot of work on myself. You have to work on yourself in your twenties cause if you don't, then you'll turn 30 and all the shitty parts of your personality will solidify and that'll just be who you are now." Advises that self-improvement in your twenties is crucial to avoid having negative traits become permanent.
   According to (Eleanor 1960), is a literary device where the intended meaning is different from the literal meaning expressed by the words used.

4. Metaphor: "Which is advice you give a werewolf, like..." Tomlinson humorously compares her father's advice to something one would give a werewolf, emphasizing its inappropriateness.
   According to (Murray and Rosamund 2006), metaphors suggest a resemblance or connection between the two things being compared

5. Sarcasm: "I am halfway through my twenties and I am done with this shit." Tomlinson expresses frustration with their twenties, suggesting they've had enough of the struggles and confusion associated with this decade. According to (Attardo et al. 2003), often involves saying something that appears to be praise or

agreement but is intended as criticism or mockery

6. Wordplay: "That's why you're thin in your twenties. You don't have a gut to listen to yet." Tomlinson comparing physical thinness to a lack of personal intuition. The humor also relies on wordplay. The term "gut" has a dual meaning—both as a physical part of the body (which grows with age and experience) and as a metaphor for intuition. The comedy arises from the play on these two meanings, creating a humorous link between physical appearance and personal insight.

According to (Kennard 1997), emerges as a fascinating and creative expression of sign-making, wherein language is deftly manipulated to engender fresh and distinctive meanings.

7. Satire: "I'm so lucky. This is like a fairy tale. I never understood Taylor Swift songs before, and now I do. Like... I thank you so much. I know you have a lot of options." This satirical comment mocks the idea of celebrating basic fidelity as if it's something extraordinary and romantic, exaggerating the gratitude to critique the excessiveness. This type of comedy is satire.

According to (Charles 1992), is a genre that involves making an imaginative assertion about a historical topic, insisting on the reality of that topic.

The problem appears to be solved if you can clearly see how Tomlinson's use of linguistic strategies contributes to her comedy. The analysis should offer a thorough understanding of her methods and their impact. By examining her use of linguistic strategies such as wordplay, metaphor, incongruity, sarcasm, satire, exaggeration, and irony the findings contribute to the theoretical understanding of how humor works.

E. Conclusion

This study contributes to the broader understanding of humor by highlighting how specific linguistic strategies function in contemporary comedy. It bridges theoretical

concepts with practical applications, providing a deeper appreciation of how language can be used creatively to evoke laughter and engage audiences. For content creators and comedians, understanding these linguistic strategies can enhance the crafting of engaging and impactful comedic material. Marketers and advertisers can apply humor techniques to develop more effective and memorable campaigns, while public speakers can use these strategies to captivate and entertain their audiences. In educational settings, the analysis provides a framework for teaching about humor and language, enriching language studies and communication courses. The entertainment industry can benefit from these insights in content development and talent training, leveraging effective humor to engage and connect with audiences.

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