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**Humor, Sarcasm, and Gen Z Language Use in the Speech of the Guest Star *Agak Laen* on the Show  
*Lapor Pak!*: A Pragmatic Study**

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Manuscript timeline: received Jan 15, 2026, revised April 24, 2026, accepted June 30, 2026.

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**ABSTRACT**

The development of digital entertainment media has transformed communication patterns in society—particularly among the younger generation—through the use of humor, sarcasm, and various forms of popular language influenced by social media. This phenomenon is reflected in the comedy show *Lapor Pak!*, which features spontaneous interactions between the cast and guest stars, including the comedy group *Agak Laen*. This study aims to describe the humor strategies, forms of sarcasm, and Gen Z language usage in *Lapor Pak!* based on a pragmatic analysis. The study employs a qualitative descriptive method with a pragmatic approach. The data consists of utterances by the cast and *Agak Laen* guest stars, obtained from *Lapor Pak!* episodes on the Trans7 YouTube channel. Data was collected through observation and note-taking, then analyzed using pragmatic methods by identifying the context of speech, implicatures, violations of the principle of cooperation, and the forms of popular language that emerged. The results show that humor strategies are constructed through wordplay, *roasting*, irony, hyperbole, and violations of conversational maxims, which produce comedic effects. Sarcasm manifests as direct jabs, verbal taunts, and social criticism, serving to reinforce humor while shaping the dynamics of interaction among speakers. Furthermore, Gen Z language use is characterized by the utilization of digital slang, code-mixing, popular abbreviations, and contextual expressions that represent the communication culture of the younger generation. These findings indicate that the pragmatic strategies in *Lapor Pak!* not only play a role in creating humorous effects but also reflect the adaptation of language to contemporary digital culture and strengthen the communicative rapport between speakers and the audience.

**Keywords:** Gen Z language, humor strategies, *Lapor Pak!*, pragmatics, sarcasm.

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**1. INTRODUCTION**

Language in entertainment media serves functions that extend beyond merely conveying messages; it also fosters social closeness, social criticism, and cultural identity within society. In pragmatics, language is understood based on the context of use, the speaker's intent, and the relationship between the speaker and the addressee. Humor is a particularly intriguing form of language use to study because it frequently employs implicatures, irony, maxim violations, and wordplay to create a comedic effect. Comedy television programs in Indonesia utilize these strategies as their main draw for viewers, particularly through spontaneous conversation and verbal improvisation. One popular program is *Lapor Pak!* on Trans7, which combines elements of situational comedy, social satire, and spontaneous dialogue among cast members and guest stars.

Numerous studies have examined humor in *Lapor Pak!*. Research by Nisa IHK and Prihadi (2025) explains that verbal humor in *Lapor Pak!* is constructed through techniques such as witty retorts, teasing, wordplay, and self-deprecation, which serve to foster social solidarity and lighten the communication atmosphere. Research by Juanda, Rahmadhani Z, and Tuflih MA (2024) shows that humor in *Lapor Pak!* also emerges through violations of Leech's (1983) principles of politeness—which are utilized as a means of social criticism. Furthermore, research by Sholikah A and Azis

MA (2024) found that violations of Grice's principle of cooperation in the actors' dialogues are intentionally used to produce comedic effects and reinforce the humorous characteristics of each character.

Another relevant study conducted by Rizki Indriani R, Fathurohman I, and Hariyadi A. (2025) shows that humor techniques in the *Lapor Pak!* program are used as an effective instrument of social criticism. Research by Saputro EW et al. (2024) also demonstrates that illocutionary acts in *Lapor Pak!* serve a humorous function capable of alleviating tension and fostering social bonds among participants in the conversation. Meanwhile, a study by Reistanti AP (2023) found that the use of irony and satire in *Lapor Pak!* is often employed to convey criticism of officials or public figures indirectly through subtle humor, so that the critical message is accepted by the audience without giving the impression of an overt attack. This irony functions as a communication strategy that disguises the intent of the criticism while creating a humorous effect that is entertaining yet rich in social meaning.

In addition to humor and sarcasm, the rise of digital media has also influenced the communication style of the younger generation. Gen Z language is characterized by the use of popular terms, acronyms, verbal memes, hyperbole, and irony that have evolved through social media platforms such as TikTok, Instagram, and podcasts. This language tends to be casual, contextual, rapidly evolving, and closely tied to internet culture. The appearance of the comedy group *Agak Laen* on the show *Lapor Pak!* showcases the distinctive use of Gen Z language through absurd humor, spontaneous sarcasm, and the use of popular terms that resonate with a young audience. This communication style makes the interactions on the show feel more relevant to the digital culture of today's generation.

Although research on humor and satire in the show *Lapor Pak!* has been conducted, studies specifically examining humor strategies, sarcasm, and Gen Z language among the *Agak Laen* guest stars remain very limited. Most previous studies have focused more on violations of politeness principles, humorous speech acts, or humor techniques in general. Thus, there remains a research gap regarding how Gen Z language is pragmatically used to construct humor and sarcasm in popular Indonesian television interactions.

This research is important because it can provide insight into the development of the younger generation's communication culture in Indonesian entertainment media. Additionally, this study can enrich pragmatic research, particularly in the analysis of humor, sarcasm, and the use of popular language in mass media. Pragmatics is a branch of linguistics that examines the meaning of language based on the context of its use in communication. The meaning of an utterance is determined not only by linguistic structure but also by the speech situation, the speaker's intent, social relationships, and the listener's interpretation. Saifudin (2018) explains that pragmatics examines the meaning of utterances based on context—both linguistic and nonlinguistic—so that understanding an utterance cannot be separated from the underlying communicative situation.

Therefore, this study aims to describe and analyze humor strategies, forms of sarcasm, and Gen Z language use in the *Lapor Pak!* episode featuring guest star *Agak Laen* through a pragmatic approach.

## 2. RESEARCH METHOD

This study employs a qualitative descriptive method with a pragmatic approach. The qualitative descriptive method was chosen because this study aims to describe the phenomenon of the use of humor, sarcasm, and Gen Z language in depth based on the context of discourse in entertainment media. According to Sugiyono (2020), qualitative research is used to understand phenomena naturally, with the researcher serving as the primary instrument. Additionally, Moleong (2019) explains that qualitative research aims to understand the phenomena experienced by research subjects holistically through verbal descriptions in natural contexts.

The objects of this study are humor strategies, forms of sarcasm, and the use of Gen Z language in *Lapor Pak!* during the episode featuring *Agak Laen* as a guest star. The research subjects include

all utterances by the cast members and members of Agak Laen that contain elements of verbal humor, roasting, irony, satire, sarcasm, and the use of popular youth slang. The research data consists of spoken utterances obtained from the *Lapor Pak!* video episodes uploaded via the official TRANS7 channel.

Data collection was conducted using the “listen and record” technique. The “listen” component involved repeatedly watching the episodes to understand the context of the conversations and the speaking situations, while the “record” component involved transcribing utterances relevant to the research focus. The primary research instrument was the researcher themselves (a human instrument), as qualitative research positions the researcher as both the data collector and the data analyst. Supporting instruments, in the form of data classification tables, were used to categorize forms of humor, types of sarcasm, and the use of Gen Z language based on pragmatic context.

Data analysis was conducted using a pragmatic method involving several steps: (1) identifying utterances containing humor, sarcasm, and Gen Z language; (2) classifying the data based on the form and function of the utterances; (3) analyzing implicatures, speech context, and violations of the principle of cooperation; and (4) drawing conclusions based on the results of the analysis. According to Sudaryanto (1993), the pragmatic correspondence method is a method used to determine the identity of linguistic units using the addressee as a determining factor. Through this method, the meaning of utterances is analyzed based on context, communicative intent, and the response elicited from the addressee. Data validity was ensured through theoretical triangulation by comparing the analysis results using pragmatic theory, verbal humor theory, and the theory of youth slang to ensure a more objective and systematic interpretation of the data. Explain how you conducted the research in this section. You may describe the research object/subject, research respondents/informants, research data, and research instruments.

### 3. RESULTS AND DISCUSSION

Based on the results of the pragmatic analysis of the utterances by the cast and guest stars of *Agak Laen* on the show *Lapor Pak!*, three main forms of language use were identified: humor strategies, sarcasm, and Gen Z language. These three elements are used simultaneously to create a comedic effect, strengthen social interaction, and foster a sense of closeness with the young audience.

#### Humor Strategies in the *Lapor Pak!* Show

The research results show that the most dominant humor strategies are constructed through wordplay, roasting, hyperbole, irony, and absurdity. Verbal humor emerges through violations of Grice’s Cooperative Principles, particularly the Maxim of Relevance and the Maxim of Quality. Speakers intentionally provide contextually inappropriate or exaggerated responses to elicit laughter from the audience.

**Table 1.** Data on Humor Strategies

No.	Speech Act	Humor Strategy	Pragmatic Analysis
1.	“Your face would make a great thumbnail for a horror video.”	Hyperbole	The utterance contains a verbal tone used for interpersonal humor.
2.	“If he were a security guard, you’d actually feel sorry for the thief.”	Hyperbole	The speaker exaggerates the situation to create a humorous effect.
3.	“Is this a podcast or a thesis defense?”	Irony	Humor arises from an irrelevant situation.

The “roasting” strategy is a hallmark of the Agak Laen group’s communication. Roasting is carried out through a casual delivery that does not aim to seriously attack, but rather to build group solidarity. In pragmatic studies, this form of humor is classified as an expressive speech act because it contains the speaker’s subjective evaluation of the addressee. Research by Nisa and Prihadi (2025) states that verbal humor in the show *Lapor Pak!* is largely built through *teasing* techniques, *wordplay*, and *witty responses* to create a relaxed atmosphere.

Additionally, violations of conversational maxims serve as a dominant strategy. For example, when a speaker provides an absurd answer that does not align with the context of the question. This demonstrates that humor arises from a mismatch in expectations between the speaker and the addressee. Research by Sholikah and Azis (2024) indicates that violations of the principle of cooperation in comedy shows are frequently used to generate humorous effects and reinforce character traits.

### Sarcasm as a Humor Enhancer

The results of the study show that sarcasm in the show *Lapor Pak!* is used in the form of direct, verbal, and social jabs. Sarcasm functions not only as interpersonal criticism but also as a comedic strategy to reinforce the punchline.

Table 2. Data on Sarcastic Utterances

No.	Utterance	Form of Sarcasm	Pragmatic Meaning
1.	“Wow, you’re so smart you’ve forgotten all about logic.”	Sarcastic irony	A jab at the other person’s behavior.
2.	“You’re so frugal—you even think twice about paying for parking.”	Verbal taunt	Sarcasm is used as a form of social humor.
3.	“He does very little work, but he’s as exhausted as if he’d just built a country.”	Sarcastic remark	Indirectly criticizes lazy behavior.

The use of sarcasm in the show tends to be lighthearted and presented in a comedic context, so it does not lead to serious conflict. Sarcasm is used to create a more lively and spontaneous conversational dynamic. In pragmatics, this form falls under conversational implicature because the actual meaning is not conveyed literally.

Research by Indriani, Fathurohman, and Hariyadi (2025) explains that the humor techniques in *Lapor Pak!* often utilize irony, insults, and sarcasm to convey social criticism subtly. Research by Reistanti (2023) also shows that the use of ironic and sarcastic language in the show plays a crucial role in shaping the program’s comedic identity.

### Use of Gen Z Language

The research results show that Gen Z language is used through digital slang, mixed English, popular abbreviations, and hyperbolic expressions that have emerged on social media. The use of this language makes communication feel more relatable to young audiences.

**Table 2.** Gen Z Language Usage Data

No.	Speech Act	Form Gen Z Language	Meaning
1.	“Whoa, the vibes are totally creepy.”	Mixed code	A mix of Indonesian and English.
2.	“He’s such an NPC when he talks.”	Digital slang	Describes someone who is passive or monotonous.
3.	“Fix it, though—this ending is a mess.”	Slang slang	Portraying chaotic situations in a laid-back style.

The Gen Z language used in the show demonstrates the influence of digital culture and social media on television communication. Terms such as “vibes,” “chaos,” “NPC,” and “fix” have become expressions of a younger generation’s identity that is more expressive, casual, and contextual. The use of this popular language also enhances the comedic effect because it is more easily understood by a digital audience.

Research on youth language indicates that Gen Z language evolves through social media and tends to be flexible, creative, and influential in shaping internet culture. These findings align with the research by Zein D and Wagiaty (2018), which states that slang among young people develops as a form of linguistic creativity influenced by advancements in communication technology and social media.

Research by Amalia D, Husna, Ripai M, Purba SA, and Simbolon F (2025) also shows that variations in Gen Z slang on the TikTok platform reflect the dynamics of language within the digital social context. This language functions not only as a tool for communication but also as a means of self-expression, the formation of group identity, and the strengthening of virtual community bonds among the younger generation.

Furthermore, the use of digital slang in entertainment media can foster an emotional connection between the speaker and the young audience. This is supported by research by Nurdin A and Labib M (2021), which shows that the younger generation uses adaptive, symbolic, and communicative language styles in digital spaces to build closer and more expressive social interactions.

Based on the research findings, the strategies of humor, sarcasm, and Gen Z language in the show *Lapor Pak!* are interrelated in creating comedic communication relevant to today’s digital culture. Humor emerges through violations of conversational maxims, sarcasm reinforces the effects of satire and social criticism, while Gen Z language serves as the communicative identity of the younger generation, who are familiar with social media.

From a pragmatic perspective, the use of humor and sarcasm demonstrates that the meaning of utterances is highly dependent on social context and the relationships between speakers. Utterances that literally appear insulting can be accepted as humor due to a shared contextual understanding among participants. Furthermore, the use of Gen Z language indicates a shift in the communication patterns of modern society, which is increasingly influencing digital and internet culture. Therefore, the show *Lapor Pak!* not only serves as a form of entertainment but also represents the development of Indonesian youth language culture in the mass media.

## CONCLUSION

This study shows that the humor strategies in the show *Lapor Pak!*, as presented by guest star Agak Laen, are constructed through wordplay, *roasting*, irony, hyperbole, satire, and violations of the principle of cooperation—interpreted pragmatically to produce a comedic effect. Sarcasm appears in the form of verbal jabs that remain acceptable to the audience because they are understood within a humorous context, thus serving not only as a means of entertainment but also as a strategy for building social closeness, solidarity among speakers, and the implicit delivery of criticism. On the other hand, the use of Gen Z language—characterized by popular terms, code-mixing, and digital slang—reflects the influence of internet culture on communication practices in contemporary entertainment media. These findings confirm that the interpretation of humor and sarcasm is heavily determined by the speech context, the relationships among participants, and shared cultural knowledge; thus, utterances that are literally sarcastic or crude can be accepted as a form of humor in certain communicative situations. Theoretically, this study reinforces pragmatic research on the relationship between language strategies, social context, and digital culture, while also demonstrating that television media is increasingly adapting the communication patterns of the younger generation in an effort to build rapport with its audience. Thus, this study contributes to the development of pragmatic and digital communication studies and serves as a foundation for further research on language use in various digital media, such as podcasts, YouTube, and TikTok.

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