

ANALYSIS OF PUNS ON NYENYES T-SHIRT PRODUCTS IN PALEMBANG

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Abstract/Abstrak

This research aims to describe the types and functions of puns on Nyenyès t-shirt products in Palembang city. This research uses descriptive method which has the object of research which is the discourse of puns from the designs of Nyenyès t-shirt products in Palembang city. The data collection used is document. Researchers collected puns discourses on Nyenyès t-shirts by selecting data with identification according to the type and function of puns. The data analysis technique used is the basic agih technique. The basic agih technique has 4 stages which include: (1) collecting data that has been selected based on the type and function, (2) identifying data, (3) classifying data, (4) analyzing data based on the type and function of puns. From the analysis of the data obtained are 23 puns data. The puns also have 5 types of puns, namely there are 5 data of discursive puns, 11 data of phonological puns, 3 morphemic puns, 3 data of ideological puns, and 1 data of graphic puns on Nyenyès t-shirt products. In addition to the types of puns, there are also 3 functions of puns, namely: (1) indirect satire or reproach, (2) self-reflection in a favorable situation, and (3) entertainment or joke, the function can be positive or negative depending on the context of thinking it can also have another function which is the function of marketing to attract people's attention to buy products on Nyenyès t-shirts in Palembang city.

Keywords/Kata Kunci: *functions of puns, types of puns, Nyenyès Palembang T-shirt, discourse*

Introduction

Language is a system of sound symbols that are arbitrary or as a means of verbal communication. Language functions to convey information that a person wants to convey to others in oral or written form. So that language plays a very important role in human life in conveying the intentions that exist in the human mind by the listener.

Indonesian language has many varieties and variations because language has a structured pattern of formation used in communicating in general and naturally. One of them is a pun is a language that is deviated or set aside from its rigor.

The process of forming new words by combining letters from several words that are written and pronounced as words. The process of word formation by way of punning a word so that the meaning of the word increases from the previous meaning. The process is called punning. In the process, several types of puns are produced, namely (a) phonological puns, (b) graphic puns, (c) morphemic puns, (d) phrasal puns, (e) sentence puns, (f) ideological puns, and (g) discursive puns.

"puns" aim to convey ideas, notions, or messages by changing the meaning, through changes in the structure of words, phrases, and sentences. so that the meaning can change from the original meaning, it can experience deviations from its rigor, and it is not uncommon for some to criticize the existence of this language because it is considered to damage the language. However, many do not realize it or know about it so that many people imitate or develop their creativity in managing puns.

Pelesetan language is poured in the form of writings not only using paper media, but has used other media such as fabric media made of t-shirts. In Palembang, there is a convection that sells T-shirts that have a unique design, namely Nyenyet T-shirts. Kaos Nyenyet is the center of Palembang souvenirs. There are a variety of products sold that have Palembang nuances ranging from various kinds of t-shirts, ranging from children's sizes to teen or adult sizes, key chains, stickers, bracelets, sandals, pins, hats, miniature ampers and many more and these products are designed with unique writing with Palembang city characteristics.

This phenomenon is quite interesting for the author to analyze the puns on Nyenyet t-shirt products, because on Nyenyet t-shirt products there are types of puns in the form of Palembang language. In addition, puns on t-shirt products are easy to remember and other purposes are also a form of marketing for Nyenyet t-shirt products.

As a reference for researchers, there is previous research conducted by Triyulianto (2014) with the title "Language puns on T-shirts of Cak Cuk products in Surabaya City" the aspects studied are the application of linguistic aspects as a form and function of topics contained in the wacana of T-shirts of Cak Cuk products.

The next researcher is Irnianti (2010) "Analysis of Pelesetan Language in the Comedy Series Tawa Sutra Edition May 2009 at 21.00-22.00 on ANTV". This research focused on the characteristics, meaning and function of puns in the comedy Tawa Sutra May 2009 edition at 21.00-22.00. The characteristics of the puns are a) puns that only tackle a series of signs that are already common, b) puns that tackle an establishment, and c) puns of various abbreviations or acronyms. The meanings include the meaning of "puns", namely a) humor, b) disparaging action, c) expression, and d) action without disparaging. In addition, the functions contained in the puns are a) a means of informal information, b) a means of euphemism, c) a marker of creativity, d) a means of entertainment, and e) as a speaker's sociolect.

As for other studies that have been conducted by Sari, et al (2018) "Pelesetan Language in Indonesia Lawak Club Events" the aspects studied are anthropolinguistics, this study focused on the types and functions of puns on the Indonesia Lawak Club program on Trans 7. The types contained in the study are (1) graphic puns, (2) Morphemic puns, (3) Phrasal puns. In addition, there are also functions on puns, namely (1) as a mockery, (2) satire or reproach, (3) secret expression, (4) joke and entertainment. Thus, this research has differences in analysis as well as different objects with previous researchers.

The difference between this research and the previous one is that this research is focused on the types of "puns" on Nyenyet t-shirt products with the uniqueness of using Palembang language. According to Siberani (2004) Pelesetan is something that is twisted or derailed so that it does not hit the real target or does not hit the target.

Based on the level of language, Siberani (2004) divides puns into 7 types, namely

- a. Phonological puns (sounds), puns of a phoneme or more in the lexicon have examples such as my name Robert, in puns to tear
- b. Graphic puns (letters), puns a combination of letters by making it an abbreviation or acronym. For example, the combined letters ABCD are punned into ABRI Bukan Cepak Doang,
- c. Morphemic puns (lexicon), puns a word by making or considering it as an abbreviation in the form of an acronym. For example, the name Agus is abbreviated to Agak GUndul Sedikit.
- d. Phrasal pun (word group), a pun in the form of a word, like the second type of pun, by making it an acronym abbreviation. For example, the phrase lamp bottle is shortened to BOdoh TOLol LAMbat Pula.
- e. sentence puns (expressions), punning a sentence by following the structure and intonation of the sentence, but changing the words to change the meaning of the whole structure. For example, the sentence Ayo maju-maju; Ayo maju-maju is punned as not maju-maju.
- f. Ideological (semantic) pun, the punning of an idea into another idea with the same linguistic form. For example, the idea of each phrase life is not alive; life view; life grip; life spirit; life memories are punned into life is not alive yet a problem; just look at life; just hold on to life; only the spirit is alive; only as a memory is alive.
- g. Discursive pun (wancana), which is a pun on a story for a narrative linguistic form that is deliberately used to distort facts or actualities. For example, testimonial stories that are deliberately made to deviate from the factual story and new stories that are different from the previous story with a specific purpose are included in wancana puns.

Then Sibarani (2004) divides the function of puns into 7 functions, namely (a) puns serve as a mockery by taking a particular object into the topic of conversation, (b) puns serve as indirect satire or reproach to certain situations or people, (c) puns serve as a latent social protest against the authorities or against the chaos that occurs both in society and in government, (d) puns function as self-reflection in favorable situations, (e) puns function as euphemisms, (f) puns function as secret expressions so that others do not know the intentions expressed, and (g) puns function as jokes or communication entertainment.

Method

This research is a qualitative research that uses descriptive method that aims to describe or interpret the puns of Nyenyet t-shirt products. The object of research used is the discourse of puns as a data collection tool and data source, the so-called discourse contained in the designs of Nyenyet t-shirt products in Palembang city regarding the discourse of Nyenyet t-shirt product designs, the function of puns, and what are the topics behind the occurrence or creation in the discourse of puns on Nyenyet t-shirt products.

Researchers collected data in the form of puns discourse on Nyenyet t-shirt product designs. The data collection technique is using document technique where researchers collect puns discourses on Nyenyet t-shirt product design.

Data Analysis Technique

The data that has been collected, the researcher then analyzes the data that has been obtained. The most important step of this analysis is to find answers to the problems to be solved by means of the basic techniques of the agih method, namely:

1. Collecting data by coming to the Nyenyet t-shirt center store in Palembang city using document techniques.
2. Selecting data randomly.
3. Reading the data obtained
4. Identify and classify the data that has been read, which contains the characteristics of the type and function of puns.
5. Analyze the data based on the type and function of puns.

Results

Results Penelitian

From the results of data collection, the identification stage and data classification based on the type and function of puns by Sibrani (2017), 23 puns were obtained. Here are the details of the data based on the type of pun:

Discursive puns (discourse)

The puns of a story or narrative linguistic form that is deliberately used to distort the actual facts or reality, obtained 5 discursive puns:

Table 1. Discursive puns

No	Data	Eungsi	Information
1.	Edop cuman nak num pang ngopi beh	Indirect insinuation or reproach.	There is indirect satire and the pun means that life is not just like enjoying drinking coffee.
2.	M4K4N 5 N9AKU 3 B3DU50	Indirect insinuation or reproach.	There is a deliberate or distorted fact or actual reality as in the pun someone eats 5 but he juggles it into 3, the meaning of the pun is a lie.

3.	Hidup NAK Lemak BEGAWE IDAK GALAK	Self-reflection on favorable situations.	Reflecting or identifying with words of good value.
4.	YANG BERAT BUKAN NAHAN RINDU TAPI NAHANKE BUNTU	Innuendo	The word has an indirect insinuation or reproach to one's situation. The insinuation is that the hard thing is not to endure longing but the situation of not having money.
5.	Adek Nak Kakak Tulah Adek Nak Model Kak Adek Nak baju kak Adek nak iphone kak	Innuendo.	There is an indirect insinuation or reproach to the situation of the person, the insinuation contained in the seduction but has a purpose, namely iphone.

Phonological pun (sound)

Phonological pun is a phoneme or more lexicon, obtained 11 phonological puns:

Table 2. Phonological pun

No.	Data	Eungsi	Information
1.	CAPTAIN AMPERA	Humor or jokes	Slipping the word "CAPTIAN AMERICA" into "CAPTIAN AMPERA" because in Palembang there is an Ampera Bridge which is an icon in Palembang.
2.	AMPEROAR	Humor or jokes	Slipping the word "ROAR" into "AMPEROAR" because in Palembang there is an Ampera Bridge which is an icon in Palembang.
3.	GAJALAH KEBERSIHAN KOTA PALEMBANG	Indirect insinuation or reproach.	Slipping the words "GAJALAH KEBERSIHAN KOTA PALEMBANG" from the words "JAGALAH KEBERSIHAN KOTA PALEMBANG"
4.	AMPERA BOY	Humor or jokes	A pun on ASTRO BOY

5.	LENJER DRAGON	Humor or jokes	Slips in the word Dragon and has an image of a pempek lenjer that resembles a dragon
6.	PALEMKONG	Humor or jokes	Slipping the word Palembang city into "PALEMKONG" because it was inspired by the foreign movie KINGKONG.
7.	ULTRAMIE CELOR	Humor or jokes	Slipping the word "ULTRAMEN" into "ULTRAMIE CELOR" because celor noodles are a specialty of Palembang city.
8.	PIKACUKO GO	Humor or jokes	Slipping the word from "PIKACU GO" to "PIKACUKO GO" because the word cuko is a typical soup from Palembang which is the soup of Palembang pempek.
9.	GUNDAMPERA	Humor or jokes	Slipping the word "GUNDAM" into GUNDAMPERA" because Palembang has the Ampera bridge which is one of the icons in Palembang.
10.	MUSI LEGENDS	Humor or jokes	Slipping the word "MOBILE LEGENDS" into "MUSI LEGENDS" because there is a musu river in Palembang.
11.	Makan TEKWAN Bukan KAWAN	Indirect insinuation or reproach.	There is a pun from the word tekwan to kawan (friend).

Morphemic puns (lexicon)

Morphemic pun is a word by making or considering it as an abbreviation in the form of an acronym, obtained 3 morphemic puns:

Table 3. Morphemic puns

No.	Data	Eungsi	Information
1.	Pempeklicious Apapun pempeknyo, pasti abis jugo	Innuendo or reproach.	A combination of the words "pempek" and "licious". The word licious is derived from the word delicious which means "tasty".
2.	PLBG PALEMBANG ROUNDS	Humor or jokes	The word that shifts from PUBG to PLBG and then there is the addition of the letter B so that the word resembles a game, namely PUBG.

3.	PEMPEK KAPAL SELEM HOT WUENAK	Humor or jokes	There is a pun on the word HOT WEELS which is a children's toy and then punned into the word HOT WUENAK which means "delicious".
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Ideological puns (semantic)

Ideological pun is an idea into another idea with the same linguistic form, 2 ideological puns are obtained:

Table 4. Ideological puns

No.	Data	Eungsi	Information
1.	Banyak kawan Banyak LOKAK	Self-reflection favorable situations	in There is a reflection of oneself in the meaning of the pun, namely from the word "friend" that if you have many friends, it can make it easier for yourself to get help in matters of work or profitable things.
2.	NAK KAYO? PAYO BEREJO	Self-reflection favorable situations	in A pun on the word "KAYO" Having motivation to try to achieve a goal by trying to "BEREJO".
3.	ADO GAWE	Satire	The pun is an ideology of Palembang people who always have a job even when there is no job.

Graphic puns

Graphic puns are combinations of letters that make the final result an abbreviation, the final result of this pun is almost the same as an abbreviation or acronym, 1 graphic pun is obtained:

No.	Data	Eungsi	Information
1.	AC DA Ada Canda Di Ampera	Entertainment or a joke.	There is a combination of letters in the word AC DA which is short for Ada Canda Di Ampera and is a pun on a music group called AC DC.

Discussion

Type of puns

Based on the types of puns, from the analyzed data, 5 types of puns are obtained, namely: (1) discursive puns (discourse), (2) phonological puns (sound), (3) morphemic puns (lexicon), (4) ideological puns (semantic), and (5) graphic puns (letters).

a) Discursive puns (discourse)

Discursive puns are puns of a story or linguistic form that are deliberately used to distort facts or actualities. The purpose of this pun is mostly to satirize, there are 5 data of discursive puns, one of which is:

"Edop Cuma nak numpang ngopi beh"

From the pun above aims to satirize some people who are lazy like drinking coffee alone. The intent is known that the pun contains a story that is deliberately used to distort the actual facts.

b) Phonological Pelesetan (sound)

Phonological pun is a phoneme or lexicon occurs because of sound, when a sound is replaced with another sound it will produce a change in sound. Language games in phonology can be identified phonemes that are not performed with similar pairs involving different sound data. In this pun there are 11 phonological puns data, for example in the pun below:

"CAPTAIN AMPERA"

In the example data above, the pun comes from the word "CAPTAIN AMERICA" and the sound of "AMERICA" becomes "AMPERA". This is classified as a language game in phonology and is closely related to the sound of language.

c) Morphemic puns (lexicon)

Morphemic pun is a word by making or considering it as an abbreviation in the form of an acronym. There are 3 data in morphemic puns, for example :

Pempeklicious

Whatever the pempeknyo, it must be finished too.

In the example data above there is a combination of the words "pempek" and licious" the word licious is a word taken from the word delicious which means "delicious". This means that in the pun above there is an abbreviation or acronym.

d) Ideological puns (semantic)

Ideological pun is an idea into another idea in the same linguistic form. In the formation of ideological puns expressed by looking for existing words so that it can be matched with the approach to the idea.

In this pun there are 3 data of ideological puns, one of which is the following example:

"ADO GAWE"

The example above is a Palembang vocabulary that is often used by Palembang people in everyday life, the word is characteristic or ideological of Palembang people which means "there is work". This word is used to tell someone's busy schedule, but the word "ado gawe" has another meaning, namely as a rejection of things or orders. In other words, it is a firm rejection but cannot mention what the reason is.

e) Graphic puns (letters)

Graphic puns are combinations of letters that make the final abbreviation or shortening in the form of a combination of letters or syllables that are in accordance with the phonotactic rules. In this pun, there is 1 graphic pun data, one of which is the following example:

AC DA

There's a Story in Palembang

In the example above is a pun on the word "AC DC" which is a rock and roll band abroad, then the word is punned by means of an anagram, which is a word game in which the letters of the initial word are scrambled to form another word or a sentence such as "AC DA".

From the discussion of the types of puns above, it is known that the types of puns are obtained from the process, namely: distorting the actual facts on puns discursi, language games when a sound is replaced with another sound the process is a phonological pun, then the word by making as abbreviations in the form of acronyms is a process of morphemic puns and a kind of graphic puns where the combination of letters used as abbreviations or shortening of syllables in accordance with the rules of phonotactic, the last process of the occurrence of an idea into other ideas contained in ideological puns.

This is in line with the results of research by Paskareta (2015) which explains that the basic form of puns contained in T-gerr T-shirts there are 6, namely (1) the basic form of words, (2) the basic form of puns in the form of phrases, (3) the basic form of puns in the form of sentences, (4) the basic form of puns in the form of abbreviations, (5) the basic form of puns in the form of acronyms and (6) the basic form of puns in the form of formulas. Second, there are 5 ways of puns found on T-gerr T-shirts, namely (1) the way of replacement which includes phoneme replacement and word replacement, similar to the Nyenyas T-shirt puns are also found in phonological puns that occur due to language games when a phoneme is replaced with another phoneme, (2) the way of addition which includes the addition of phonemes, the addition of words, and the addition of clauses, also found in puns on Nyenyas T-shirts where an idea becomes another idea by adding phonemes, adding words, and clauses. (3) the way of omission of phonemes, (4) the way of separation of syllables and (5) the way of paraphrase which includes paraphrase of abbreviations, this is also in line with the graphic pun where the combination of letters that make as abbreviations or shortening of letters, paraphrase of acronyms, paraphrase of word length and paraphrase of formula length. Third, there are 4 forms of puns found on T-gerr T-shirts, namely graphic puns, morphological puns, syntactic puns and semantic puns and are in line with the author's research.

Eungsi puns

From the results of the research, it is known that puns on Nyenyeyes t-shirt products have a function as a means of communication of course in the youth group and does not rule out the possibility of being used by children and adults. From the results of the research, four functions of puns were found, namely:

1) indirect satire or reproach, speech that is indirectly satirizing the party by mocking or derailing the word. Satire can be used to satirize a person subtly so as not to offend the feelings of the satirized party.

One example of punning data that is satirical is "M4K4N 5 N94KU 3 BEDUSO", the discourse is an insinuation addressed to someone who eats food 5 only claims 3 which is a lie, so there is an insinuation to offend someone.

2) Self-reflection in favorable situations, i.e. having words that are of good value, then punning to reflect or identify with them. This can tend to be more positive for him. One example of data from self-reflection in favorable situations is "Live NAK lemak BEGAWE IDAK GALAK" reflects itself for favorable situations.

3) Humor or joke is a form of play, a language game that serves to entertain readers. Because humor is one of the most effective means, one example of data from humor or jokes is "AC DA", the discourse contains humor or entertainment, puns from foreign music groups, namely AC DC, which are punsetkan by means of anagrams into AC DA.

4) In addition to the above functions, there are also other functions, namely as a strategy to attract consumers to buy Nyenyeyes t-shirt products.

From the results of the research, it is known that puns have the function of communicating and socializing. Based on its function, puns can be negative and positive, in using language depending on the context in thinking, it can utilize emotional intelligence in communication and society Sibarani (2017).

This is in line with the results of Paskareta's research (2015) finding functions, including (1) social criticism, (2) creative, (3) humor and (4) aesthetic.

Conclusion

Based on the results of the research and discussion that has been described, it can be concluded that puns on Nyenyeyes t-shirt products from 23 puns data obtained 5 types of puns namely discursive puns, phonological puns, morphemic puns, ideological puns, and graphic puns contained in Nyenyeyes t-shirt products. The details are as follows: there are 5 data of discursive puns, 11 data of phonological puns, 3 data of morphemic puns, 3 data of ideological puns, and 1 data of graphic puns.

Then, puns on Nyenyeyes t-shirts have 3 functions, namely as indirect satire, self-reflection on something profitable and as humor or joke, it can be concluded that these functions have benefits in communication and society, Based on its function, puns can be negative and positive in using language depending on the context in thinking, this utilizes emotional intelligence in communication and society.

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