

THE LINGUISTICAL INTERPRETATION OF XAVIER'S SARCASTIC MEMES IN 9GAG

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Abstract

As a part of linguistics, figurative language is always interesting to study since it is also used in daily life. For example, it is applied in literary works (i.e., poetry) and music (i.e., songs). First, this study aims to analyze the use of figurative language in Xavier's memes and, second, to interpret their meanings. In this study, the researchers chose one of the branches of figurative language called irony and merely focused on sarcasm, as the verbal type of irony. As this is qualitative research, the researchers mostly, do library research, including online browsing. This anonymous person called Xavier is often featured in memes, pictures, and videos uploaded by many people on the 9gag platform. It is a social media website allowing users to upload and share user-generated content, including memes, funny pictures, and videos. Xavier is popular for his sarcastic comment memes uploaded to 9gag, and they mostly roast or mock others' content in funny ways. The finding shows that most of Xavier's sarcastic comment memes use propositional, like-prefixed, and lexical; for example, (1) Like Tiktokers – like-prefixed sarcasm, (2) First man to win an argument against a woman – lexical sarcasm.

Keywords: linguistics; figurative language; sarcasm memes; 9gag; Xavier

INTRODUCTION

We use figurative language daily without realizing it. According to Ellis (2023), figurative language is the use of words to express oneself that do not have their literal or actual meanings. People use it to make words more artistic or attractive or even to make a joke. The figurative style is divided into similes, metaphors, personification, irony, etc.

In this study, the researchers focus on irony because it is often used for sarcasm. According to Maynard and Greenwood (2014), there is still much confusion about sarcasm, to be precise between sarcasm and verbal irony. The distinction, traditionally, between them was that irony was indirect, whereas sarcasm was direct. By the way, disregarding the confusion, sarcasm is a type of

verbal irony. Sarcasm is often used to express feelings of frustration, anger, and dislike or ridicule something subtly. That is why sometimes people do not realize that someone is being sarcastic to them.

Apart from that, what is interesting about sarcasm is when someone interprets sarcasm involves many parts of the brain. The researchers emphasize that Sarcasm and lies can be used as an objective clinical proxy for measuring real-life social dysfunction (Shany-Ur et al., 2012, p. 1339). On the other hand, sarcasm also has bad consequences, such as offending someone. That is why people must wisely use sarcasm in daily life. Furthermore, sarcasm is not only used in verbal language but in non-verbal one as well. They can be found in sarcastic captions or comments of content on the internet, via social media such as Facebook, TikTok and Twitter. This phenomenon is called the sarcastic internet phenomenon. According to Kristina et al. (2021), the rise of social media as a communication device contributes to the emergence of many distinctive modes of language, written expression or non-verbal language, which tends to be unique. Why is unique? Because it is enabled through and facilitated by the features of social media technology.

In the digital era of 5.0 society, sarcastic internet phenomena massively happen because, on the internet, people can be anonymous or not known by anyone. They can be free to express their ideas. This phenomenon is also a culture of humor on the internet. According to Liu et.al, (2014), sarcasm is a sophisticated of communication that lets a speaker express his or her sentiment-rich viewpoints in an implicit way. This sarcasm is non-verbal and is common in many online texts. However, there are many misunderstandings about sarcasm on the internet. Winerman (2006) emphasizes that less than 50 percent of online messages are misinterpreted (p.16).

Internet sarcastic phenomena are often used to criticize or make parodies of certain people in a subtle way. This humor is widely popularized on social media, namely Twitter, Facebook, Reddit, and 9gag, which allow users to use sarcasm in various forms, such as sentences and memes. The users of those social media

often use sarcasm in excess. For this study, the researchers focus only on 9gag; one of the social media famous for its funny content. 9gag has lots of funny and creative memes with a sarcastic style. Usually, criticism in memes is easier to accept than criticism in serious forms. One of the creators who is famous for his sarcastic memes is Xavier. His memes are very well-known, especially on 9gag and Facebook. Xavier is also known as the pioneer of online sarcastic humor. He was famous for his sarcastic comment memes at the beginning of 9Gag, which was founded in 2008. The researchers found Xavier's sarcastic comment memes interesting, so the objectives of this study are to analyze the use of figurative language in Xavier's memes. Second, it is to interpret their meaning.

RESEARCH METHOD

As this study is qualitative research, the researchers are considered the primary instruments, and they mostly did library research online. In this study, the primary instruments acted as human investigators (Graves, 1996), doing library research and conducting observation and interviews to gather information and recorded data needed to be analyzed (Farani and Winarni, 2018). In other words, as the primary instrument, they gather and analyze the data by themselves, including conducting observation (Ary, et.al.; Latief; and Gall, et.al.). Moreover, according to Bogdan and Biklen (2007), in qualitative research, actual settings are the direct source of data, and the researcher is the key instrument. Thus, the researchers did not need other primary instruments apart from themselves. However, this study had no interview, so they browsed references regarding with, such as the 9gag online platform and Xavier's sarcastic memes. Furthermore, they also focused on the references which were mostly on figurative language. The following discussion explains theories regarding figurative language, 9Gag, memes, and internet sarcasm phenomena.

Figurative language is a way of using words or expressions that are not meant to be taken literally. According to Ellis (2023), figurative language is the use of words to express oneself that do not have their literal or actual meanings. It is often used to create imagery, evoke emotions, or emphasize a point in a way

that literal language cannot. Figurative language can be found in literature, poetry, and even in daily conversation. There are many types of figurative language, including simile, metaphor, hyperbole, irony, and so on. In this final report, the writer focuses only on irony.

Irony is one of the branches of figurative language. It is a literary device in which words or events mean something different and often contradictory to their actual meaning. (Craiker, 2022), stated that irony is a situation where what is said or expected to happen differs greatly from the exact meaning. Irony is often used to create humor and suspense or highlight a disparity between what should happen and what happens in a literary work. According to Malewitz (2019), there are three types of irony: dramatic, situational, and verbal. Dramatic irony occurs when there is a contrast between a situation developed in a drama and accompanying words or actions that the audience understands but not by the characters in the play. Situational irony occurs when an expected outcome does not happen, or its opposite happens instead. Verbal irony is when a person says one thing but means another, often for humorous or sarcastic effect.

Sarcasm is a form of verbal irony in which your words have the opposite of the intended meaning but with a condescending or mocking tone. Sarcasm is often used to create humor, satire, or criticize something or someone in a humorous way. Sarcasm can be used effectively in writing to convey ideas with humor and satirical insight. However, it can also be hurtful and mean-spirited and should be used with caution. Sarcasm is a large component of social interaction and conversation. To demonstrate a sense of humor, people frequently use sarcasm to break the ice during initial encounters with others. People also use sarcasm to be comedic with groups of friends. They say something contrary to what they feel and/or believe to be funny. Sarcasm, in these instances, seems harmless and playful, but it can also be hurtful to the person receiving and the one delivering the message.

Camp (2011) states that there are four types of sarcasm: propositional sarcasm, illocutionary sarcasm, like-prefixed sarcasm, and lexical sarcasm

(p.815). The details of each of them are explained as follows. First is propositional sarcasm. It is a type of sarcasm that could be called sarcasm itself (Adang, 2021, p. 17). This form of sarcasm is often intended as satire, meaning the speaker's words and tone contradict the true intention. The speaker will say the statement, but that is not the actual meaning. For example: "Your plan sounds fantastic" (Camp, 2011, p. 815), which means that the plan is terrible.

The second is illocutionary sarcasm. It is a type of sarcasm that expresses the opposite of what the speaker will express (Sitanggang et al., 2022, p. 71). What makes it different from propositional sarcasm is that it is not limited to elements in a speech but can be a cohesive whole that incorporates other accompanying speech acts. Illocutionary sarcasm covers all applicable implications, including explicit implications so that the speech can provide an evaluative attitude to the actual situation. Such can include expressions of compassion, admiration, or praise. For example: "How old did you say you were?" (Camp, 2011). In the example, the speaker asks about the interlocutors' age, but the speaker's purpose is not to know about it. The speaker asks questions as satire for his interlocutors, who are acting childish.

Next is like-prefixed sarcasm. This type of sarcasm can be identified more easily than the other type. Like the name, like-prefix sarcasm uses the word "like" as a prefix. It is usually used with declarative sentences (Al-Mas'udi & Hussein, 2021, p. 33). For example: "Like it's a nice cool day today" (Camp, 2011, p. 31). In the example above, the speaker states the weather on that day is cool. But it is just the analog. The meaning of the speaker's statement is the weather is uncomfortable, hot, and sticky.

The last is lexical sarcasm. It is typical of sarcasm to focus on one expression that follows more than one casual sentence. The thing that makes it different from propositional sarcasm is the evaluative scale. Camp (2011) stated that lexical sarcasm is closer and more natural by using expressions such as *brilliant*, *inspired*, *genius*, and *happy* in the first sentence and ending with a negative meaning in the last sentence, while the propositional is not like that (p.

25). For example: “*If Alice is so brilliant, then she will be the perfect dupe for our little plan*” (Camp, 2011, p. 26). In the beginning, the speaker uses the phrase “so brilliant,” but in the next expression, the speaker shows the lack of Alice. The speaker describes Alice’s various intellectual blunders.

RESEARCH FINDINGS AND DISCUSSION

This part includes discussions on internet sarcasm phenomena, the 9gag online platform, who is Xavier, and the findings, which include analysis and interpretation.

Internet Sarcasm Phenomena

Sarcasm is commonly used in online communication, such as social media posts, comments, and memes. There are many ways to express sarcasm on the internet. As stated by Muresan et.al. (2016), the information, in the forms of posts, comments, or memes, can be factual (events or entities), or they can be about the people producing the content, such as their states (sentiments, opinions, and beliefs). One of the common things to nonverbally express sarcasm is by using emojis, small images that are used in text conversation to help convey or express meaning, emotion, and tone. Sarcasm can be enhanced or clarified using it. For example, using a rolling eyes emoji or a winking smiley face alongside a sarcastic statement can indicate the intended sarcasm.



Figure 3.1 Emoji

<https://www.wunc.org/show/embodied-radio-show/2021-03-19/do-you-speak-relating-and-communicating-through-emoji>

Satirical websites, blogs, and social media accounts are easy to find. They create and share sarcastic content. Schifanella et.al., (2016) stated that sarcasm is a peculiar form of sentiment expression where the surface sentiment often differs from the implied sentiment. Most of them use sarcasm to poke fun at various subjects, often for comedic or satirical purposes. On the other hand, sarcasm

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online can sometimes be misunderstood or can be harmful. Some statements might be taken literally without the ability to perceive vocal cues and body language, leading to misunderstanding and conflict. So, it is hard to detect sarcasm on the internet due to the internet ambiguity found in sarcastic expressions. To avoid misunderstandings, building a rapport with the person before joking or being sarcastic, bold, underlining, exclamation points, punctuation, etc., is recommended to emphasize the intended tone.

According to Benveniste (2022), the word meme did not start being used on the internet. It is even believed that it has been used for communication for centuries. It is from the French word “meme,” which means “same,” and the Greek word “mimoumai” which means “imitate”. Memes are cultural symbols, ideas, or concepts that spread rapidly through the internet, often as humorous images, videos, or text. They serve as a form of social commentary, entertainment, and creative expression, providing shared language and cultural references within online communities. In this study, the researchers merely focus on sarcasm memes popularized by Xavier.

Talking sarcasm memes typically involve using humorous images or videos paired with sarcastic captions or statements. Their memes are intended to convey a sense of irony, mockery, or ridicule towards a particular subject, often light-hearted or humorous. It is crucial to be mindful of the context and audience when using or sharing sarcasm memes, as they may be misinterpreted or offensive if taken out of context. According to Kristina et al. (2021), we are still expected to engage in certain manners, such as being polite and behaving in terms of online interaction and behavior. This is despite being considered as deliberation.

9gag Online Platform

9gag is a Hong Kong-based social media website allowing users to upload and share user-generated comments, including memes, funny pictures, and videos. It was founded in 2008 by a group of Hong Kongers, including a University of Hong Kong student named Ray Chan. They established it to create an alternative online platform to email on which users could easily share humorous photos or

videos. Since then, it has grown in popularity across social media such as Facebook, Twitter, and Instagram in around 2010. Now, it is the largest meme community on the internet.

The 9gag website is a place for young adults to laugh, express themselves, and broaden their perspectives, but it is not appropriate or intended for children. High schoolers may be plugged in, but most users are probably 20- and 30-somethings. There are plenty of posts that show violent content both in society as well as loads of profanity. Users can scroll endlessly through memes, short videos, or plain images or register with an email address for the privilege of commenting on pictures or uploading (or linking) their own.

In 2012, 9gag raised an additional US\$2.8 million in funding from Silicon Valley-based venture capital, including True Ventures and Greycroft Partners. In the same year, 9gag launched an app for iOS and Android. In the summer of 2014, 9gag launched 9CHAT, which allows its users to log into their accounts and write to others by sending them messages. In January 2015, 9gag launched its first game called 9gag Redhead Redemption. 9gag is attracting the attention of about 150 million users per month; its Instagram account has 57 million followers, and its Facebook account has more than 40 million likes. However, the website has also been criticized for its content, which can be violent and profane.

In conclusion, 9gag is a social media website that allows users to upload and share user-generated content, including memes, funny pictures, and videos. It was founded in 2008 and has grown in popularity across social media. While it is a place for young adults to laugh, express themselves, and broaden their perspectives, it is not appropriate or intended for children, and some of its content can be violent and profane for certain audiences.

Who is Xavier?

Xavier is a meme from Pakalu Papito's Twitter account, an Indian-origin person who claims to be living in an IT firm in Minneapolis, Minnesota, USA. Pakalu Papito is a fictional Indian convenience store clerk known for posting joke tweets using puns and irreverent humor.



Figure3.2 Xavier Profile Photo

https://blue.kumparan.com/image/upload/fl_progressive,fl_lossy,c_fill,q_auto:best,w_640/v1609748224/mzpq6u8zwy2xh3j7iiu.jpg

On the 9gag platform, Xavier is a character frequently appearing in memes, images, and videos. Memes, humorous images, and videos are just a few examples of user-generated content that may be uploaded and shared on the social media platform 9gag. Some characters are connected to the television series *Xavier Renegade Angel*, whereas Xavier is a member of the *X-Men* franchise. It's unclear who this user, Xavier, is, but several posts seem to be about him. He has been criticized for being repetitive or annoying, and some have accused the account of racism. However, Xavier is a popular meme on the internet. His Instagram account has 104K followers, and his Twitter account has 306.2K followers. Those are huge numbers, like it or not.

Analysis and Interpretation

According to Camp (2011), there are 4 types of sarcasm: propositional sarcasm, illocutionary sarcasm, like-prefixed sarcasm, and lexical sarcasm. However, the following discussion explains the examples (in the form of figures) of three types of sarcasm: propositional (1), like-prefixed (1), and linguistic (11).

First is an example of Xavier's meme using propositional sarcasm.

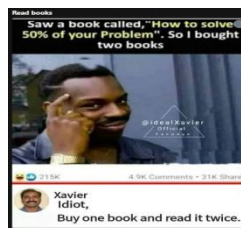


Figure 3.3 Meme 1

[Meme 1]. (2023). [Read books - 9GAG](#)

This meme was published on the 11th of May 2023. The captions say, “*Read books,*” it received 394 upvotes and 16 comments. In this meme post, an image of a smiling man with the caption, “*Saw a book called, “How to solve 50% of your problem”. So, I bought two books*”. After that, there is a comment from Xavier: “*Idiots, buy one book and read it twice*”. In this case, the first caption is preaching a message about how smart he is by buying two books. This problem, 100%, will be resolved. However, Xavier thinks reading it twice is smarter than buying two books.

In this meme, Xavier’s comment, “*Idiots, buy one book and read it twice,*” seems to support the caption that the book can solve 50% of the problems. However, Xavier mocks the caption. The meaning of the caption is that the book will not help solve any problem if you only buy it.

Second, is an example of Xavier’s meme with a like-prefixed sarcasm style.



Figure 3.4 Meme 2

[Meme 2]. (2020). [Female inside male. Shrimps. - 9GAG](#)

The meme was published on the 23rd of December 2020. The caption says, “*Female inside the male shrimps.*” and received 1.3K upvotes and 26 comments. In this meme, post the image of the shrimp with the caption, “*Did you know? All shrimp were born male, but slowly grow into female as they mature.*” In the lower section, there is Xavier’s comment, “*Like TikTokers*”. Xavier’s comment “*like TikTokers*” is easily classified as a comment like-prefix sarcasm comment. Use “like” as the prefix at the beginning of the comment.

According to Xavier's comment above, the statement mocks the content creators on TikTok. It refers to two phenomena that appear on TikTok. The first phenomenon is that many male content creators on TikTok create dancing and make-up content, which is typical of women. The second phenomenon is that many content creators share their daily lives as gay.

Third, there are eleven examples of Xavier's meme using lexical sarcasm.



Figure 3.5 Meme 3

[Meme 3]. (2023). [This is why we search for intelligent life on other planets. There is no hope on Earth. - 9GAG](#)

The meme was published on the 26th of May 2023. The caption says, “This is why we search for intelligent life on other planets. There is no hope on Earth,” and received 674 upvotes and 26 comments. In this meme post, the image of a badminton racket branded Wish bearing the “W” logo on the racket's strings shows a shadow of the racket. A woman whose name was censored commented, “OMG, *Where’s W?*”. This comment was replied to by a comment from Xavier, who said, “*This is why aliens don’t visit Earth*”.

Xavier is being sarcastic to the woman's comment. The comment “*This is why aliens don’t visit Earth*” has a related meaning to the caption in the sentence “*There is no hope on Earth*”. Both sentences show that the woman is an example of many people on earth who do not have sufficient knowledge. As simple as the concept of the shadow, they do not know.

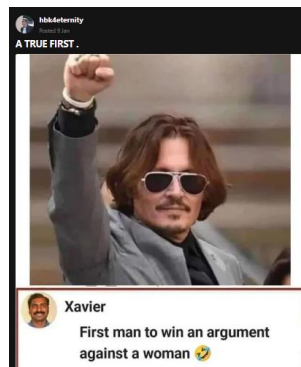


Figure 3.6 Meme 4
[Meme 4]. (2023). [A True First. - 9gag](#)

The meme was published on the 9th of January 2023. The caption says “*THE TRUE FIRST*” and receives 476 upvotes and 28 comments. In this meme post, the image of Johnny Depp clenching his hands up expresses his victory. Xavier commented on this picture: “*First man to win an argument against a woman*”.

A bit different from other Xavier’s comments, this comment is not sarcastic to a person or a caption, but, in general, it is sarcastic to women and the slogan that says “woman always right”. It happens that there was a dispute case between Johnny Depp and Amber Heard in 2022, which Johnny Depp won.



Figure 3.7 Meme 5
[Meme 5]. (2023). [Another banger from Xavier - 9GAG](#)

The meme was published on the 14th of February 2023. The caption says, “*Another banger from Xavier,*” and receives 822 upvotes and 10 comments. In this meme is a screenshot of the content uploaded by the @joe_desig account. The content shows illustrative images of three mobile phones from generation to

generation. The oldest generation is Nokia, described as a grandfather, and two other mobile phones, described as a grandson, are iPhones. The content has the caption, “So Grandpa, tell us again about your fall from the third floor”, and Xavier commented, “*Their batteries would run down before Grandpa finished his story*”.

Xavier’s comment, “*Their batteries would run down before grandpa finished his story,*” is sarcastic toward the iPhone. Because the iPhone’s batteries easily run out fast, it becomes a stereotype of the iPhone.



Figure 3.8 Meme 6

[Meme 6]. (2022). [He got a good point - 9GAG](#)

The meme was published on the 3rd of July 2022. The caption says, “He got a good point,” and received 214 upvotes and 7 comments. In this meme is a screenshot of the content uploaded by an account with the nickname Park Hoona. The content says “*My roommate just finished writing a book on ‘How to earn money’. And now he needs money to publish it*”. And Xavier commented, “*Tell him to read the book*”.

Xavier’s comment above is sarcastic toward Park Hoona’s roommate. His roommate finished writing a book, ‘How to Earn Money,’ so he knows how to earn money. Why does he not have any cash but tell us how to earn money? It is like validation that the book’s contents are nonsense.



Figure 3.9 Meme 7
[Meme 7]. (2021). [My special ability - 9GAG](#)

The meme was published on the 11th of February 2021. The caption says “*My special ability*” and receives 344 upvotes and 9 comments. This meme shows a figure of a man with the caption, “*Hey You. What is an interesting fact about you?*”. Xavier commented, “*I can change the status of girls ‘active now’ to ‘active two minutes ago’ by saying ‘Hi’*”.

This is the most ironic comment by Xavier. He is not being sarcastic or roasting other people; he is roasting himself. It shows that he is a poor single man trying to find a partner but is avoided or even rejected by many women.



Figure 3.10 Meme 8
[Meme 8]. (2021). [Post - 9GAG](#)

The meme was published on February 7, 2021. The caption “post” received 277 upvotes and 5 comments. This meme shows a part of a book cover edited by Robin Sharma titled “Who Will Cry When You Die?”. Xavier commented, “Life insurance Company.”

Xavier's comment answers the question, which is the book's title. Here, Xavier shows that life insurance is sad apart from the family of the person who

died. Life insurance is unfortunate because it has to issue some money to families and lose one of its customers. So, they no longer have regular monthly income.

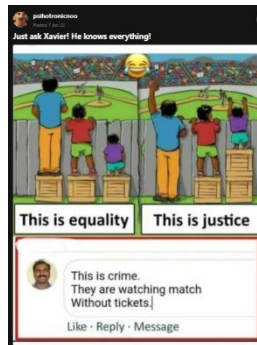


Figure 3.11 Meme 9

[Meme 9]. (2022). [Just ask Xavier! He knows everything! - 9GAG](#)

The meme was published on January 7, 2022. The caption says, “Just ask Xavier! He knows everything.” It received 351 upvotes and 17 comments. This meme illustrates the differences between equality and justice. From the picture above, Xavier commented, “This is a crime. They are watching a match without tickets.”

This comment is sarcastic about the picture because it illustrates illegal activity. As Xavier said, “They are watching the match without tickets.” Normally, people have to pay for tickets to watch a football match. They (the people in the picture) did not, so it was considered illegal.



Figure 3.12 Meme 10

[Meme 10]. (2022). [Wuhan - 9GAG](#)

The meme was published on February 74, 2022. The caption says “Wuhan” and received 58 upvotes and 6 comments. This meme shows a screenshot from an official account of Delta Air Lines Company, @delta. The content said, “Name a

city that changes your life.” Xavier commented the same as the meme caption, “Wuhan.”

Here, Xavier's comment is out of the box. Wuhan has been changing his life because it is the first place where the Covid-19 virus was infected. Furthermore, from there also, this virus spread and became a pandemic. The writer thinks that it does not only change Xavier's life. However, it also changes the lives of all human beings on Earth.



Figure 3.13 Meme 11
[Meme 11]. (2020). [Xav at it - 9GAG](#)

The meme was published on April 26, 2020. The caption says, “Xav at it,” it has received 1.1K upvotes and 76 comments. This meme includes a screenshot of the content uploaded by the @joe_desig account. The content shows a girl with glasses with the caption, “Date a girl who wears glasses; it’s like dating 2 girls when she takes them off.” Xavier commented on the picture, “Wash off her Makeup, and then you date 3 girls.”

This Xavier’s comment is sarcastic to the women wearing make-up. Xavier mocks women will have different faces if she does not use make-up. They are only beautiful when using make-up, like the amount of content that shows facial transformation before make-up today. He indirectly said the woman would look ugly when they took off their make-up.



Figure 3.14 Meme 12
[Meme 12]. (2020). [Mr Xavier again. - 9GAG](#)

The meme was published on November 22, 2020. The caption says, “Mr. Xavier again,” it has received 4.1K upvotes and 143 comments. This meme shows a screenshot from the @merocks_123 account. The content said, “With your bank account right now, where can you travel?” Xavier commented, “To the Airport to watch other people traveling.”

In this comment, Xavier is being sarcastic to the @merocks_123. His comment, “*To the Airport to watch other people traveling,*” means that not everybody can travel easily. Many people do not have enough money to travel. For example, in Xavier’s sentence, they can only observe people who will travel and wish they could do that.

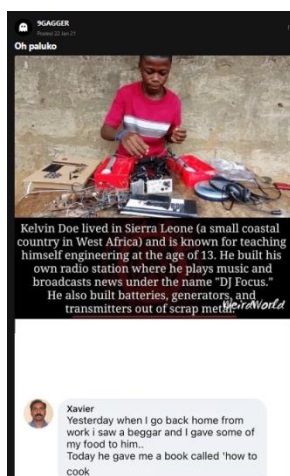


Figure 3.15 Meme 13
[Meme 13]. (2021). [Oh paluko - 9GAG](#)

The meme was published on the 22nd of January 2021. The caption says “*Oh paluko*” and receives 35 upvotes and no comments. The content shows a boy with the caption, “*Kevin Doe lived in Sierra Leone (a small coastal country in West Africa) and is known for teaching himself engineering at 13. He built his radio station where he plays music and broadcasts news under the name ‘DJ Focus’ transmitted out of scrap metal*”. Xavier commented on the picture with his story, “*Yesterday when I go back home from work, I saw a beggar, and I gave some of my food to him. Today he gave me a book called ‘how to cook’*”.

This Xavier’s comment is not about Xavier being sarcastic to other people, but here, the beggar is sarcastic to Xavier. The sentence “*Today he gave me a book called ‘how to cook’*” is clear enough that the food given to the beggar by Xavier did not taste good. So, the beggar indirectly says, ‘You should learn how to cook first’. To sum up, the researchers found three types of sarcasm: propositional sarcasm, illocutionary sarcasm, like-prefixed sarcasm, and lexical sarcasm. The explanation can be seen in the following Table 1 below.

Table 1. Four Types of Sarcasm Proposed by Camp (2011)

No	Types of Sarcasm	Amount	Examples
1	Propositional	1	“Saw a book called, “How to solves 50% of your problem”. So, I bought two books” Xavier: “Idiots, buy one book and read it twice”(page 10)
2	Illocutionary	-	-
3	Like-prefixed	1	“Did you know? All shrimp were born male, but slowly grow into female as they mature.” “Like TikTokers”(page11)
4.	Lexical	11	“OMG Where’s W?” “This is why aliens don’t visit Earth” (page12) “THE TRUE FIRST” “First man to win an argument against a woman” (page 13) “So, Grandpa, tell us again about your fall from the third floor.” “their batteries would run down before grandpa finished his story” (page 14)

Sarcasm, according to Akula and Garibay (2021), is a rhetorical way used nonverbally by someone to express their dislike or negative emotions using different language constructs, for instance, for exaggeration or ridicule. It is an assortment of mockery and false politeness to intensify hostility without explicitly doing so. The researchers would like to underline that this study's findings can help or even broaden readers' or English students' knowledge of memes, especially Xavier's. Besides, reading Xavier's memes often can hopefully improve understanding of sarcasm used in cultural English contexts.

CONCLUSION AND SUGGESTIONS

After analyzing and discussing types of figurative language used in Xavier's memes, the researchers found that figurative language is the use of words to express oneself that do not have their actual meaning. There are many types of figurative language, such as similes, metaphors, personification, irony, etc. They specifically focus on the irony style because it is often used to create humor and suspense and highlight a disparity between what should happen and what happens in a literal work. The findings found that Xavier's memes used three sarcasm types: propositional, like-prefixed, and lexical sarcasm. They did not find sarcasm memes that used an illocutionary style. Based on the findings, Xavier's most used type of sarcasm in his memes is lexical sarcasm, such "*Name a city that changes your life*"~"*Wuhan*" and "*Who Will Cry When You Die ?*"~"*Life insurance Company*".

This study only focuses on Xavier's sarcastic memes and one theory. Meanwhile, the memes could also be analyzed using other aspects, such as metaphors, personification, and hyperbole. That is why, first, future researchers can analyze Xavier's memes using another approach in literary figurative language. Second, the researchers hope that this study can be used as a reference by other researchers.

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