

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

People can laugh about anything, but not with everyone. Humor is a very subjective concept, and what might be funny for some, might be considered outrageous for others. It makes humor problematic. Humor is a phenomenon which is influenced by culture. Every society or every culture has its own types of humor that are somehow particular and differ in many aspects. Humor helps people to understand the customs and attitudes of the society. The judgment of whether a joke is funny or not depends on many factors, including age, culture, personal experience, level of education, and geographical location. Therefore, humor is something which is not transferrable from one country to another. What somebody from one area may find hilarious may not be amusing at all to somebody from another country. Whether or not someone gets a joke is determined by their interpretation, filtered by the cultural context. Felsch (2004: 3) said that humor often varies by locality and is not easily transferred from one culture to another. The reason is that humor often relies on a context, and someone not understanding the context will usually not understand the humor.

According to Martin (2007: 25), humor that occurs in everyday social interactions can be divided into three broad categories: jokes, spontaneous conversational humor, and accidental or unintentional humor. Jokes are prepackaged humorous anecdotes that people memorize and pass on to one another. Spontaneous conversational humor is a humor which is created

intentionally by individuals during the course of a social interaction, and can be either verbal or nonverbal. Accidental or unintentional humor can be divided into accidental physical humor and accidental linguistic humor. Accidental physical humor includes minor mishaps, pratfalls and slapstick. Accidental linguistic humor arises from misspellings, mispronunciations, and errors in logic.

Humor has been studied quite extensively over the years with linguistic approaches. It is possible to name several different approaches on the field, e.g. semiotic approach, sociolinguistic approach, stylistic approach and pragmatic approach. In pragmatic field, humor is seen as a violation of Grice's Cooperative Principle.

Knowing that humor is problematic due to its subjective perception that people may perceive it as either funny or unfunny, it is important to have a deeper analysis of humor creation by using the theory of Cooperative Principle, that humorous expressions are created through maxim flouting of Cooperative Principle. Humor differs from other modes of communication that involve violations of the Cooperative Principle like lying. Amusement is largely approved of socially and that significant amounts of humor are incorporated in everyday conversations, exchanges, etc. Therefore, humor is not seen as a bad model of communication like lying, but rather as a part of daily communication.

Humor differs from a common discourse. The common discourse is formed by a good process of communication. On the other hand, Raskin (1985: 16) states that humor may usually be formed by non-bonafide process of communication. Humor is a violation of principles of communication suggested by pragmatic principles, both textually and interpersonally. Moreover, in order to

make a successful conversation, speakers should obey the four cooperative maxims. Grice in Crystal (2003: 49) says that there are four maxims of Cooperative Principle. They are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. Violating politeness principles in a conversation could also create humorous utterances. Attardo (1994: 14) says that noticeably high percentage of humorous conversations is established with the violation of one or more of Grice's maxims of Cooperative Principle. That is, speakers may violate the maxims of Cooperative Principle on purpose in the process of conversation in order to arouse the hearers' laughter.

During the course of a typical day, people encounter many different forms of humor communicated by different means and for different purposes. Martin (2007: 10) states that some of humor comes to people via the mass media. Radio hosts frequently crack jokes and make witty comments; television provides constant diet of humor in the form of sitcoms, blooper shows, stand-up comedy, political satire, and humorous advertisements; and people also encounter humor in newspaper comic strips and cartoons, comedy movies, and humorous books. Humor is also often used in speeches, sermons, and lectures by politicians, religious leaders, motivational speakers, and teachers. Humor and the media are such intertwined phenomena that it may be hard to tackle one without resorting to the other. From cartoons and comic strips, through Internet gags and humorous adverts, to sitcoms and funny remarks in editorials and opinion articles, the media do thrive in linguistic manifestations of humor.

We could find many conversations within comics, by uttering word by word or even uttering sentence by sentence. The conversation involves people as a

speaker and hearer. Speaker might say what the purpose of his/her utterance to hearer and the hearer gives some responses to what the speaker said. It means that sometimes in communication, the conversation runs well or does not at all. This may be due to the speaker himself that cannot explain his utterance clearly enough or a listener does not seriously respond the speaker by giving him any kind of speech act. There are many reasons why a conversation is not going well.

Because of this problem, the conversation within comics have to regard to the principles or rules so the conversation become cooperative, affective and clear for having the goals of communication. The principle which is needed are related to Cooperative principle of Grice or called Grice's maxim.

Comics come in several different formats, such as: comic strips which are short, usually humorous comics that appear in newspapers and magazines. Popular comic strips include Garfield, Donald Duck, Dilbert, Calvin and Hobbes, and others. On another hand, Si Juki, komikazer, Digidoy Komik, etc, are kinds of comic strip from Indonesia which inform the readers about culture, and Indonesian ways.

The phenomena of humor as the result of flouting of maxims can be found in the comic strips that provides many humorous pictures and conversations. Digidoy Komik is a comic strip which came from Medan, created in March 2014 on social media, such as face book, instagram, even it has its own sticker for line. The illustrated stories those made to entertain and to tell about the ways of people in Medan, from the language up to the behavior of the people of Medan that writers found unique. Though it is a situational conversation which tends to belong to humor, there are many kinds of humor that can be found in this comic

strip. With many characters, Digi, Doy, Coki, Dev, Butet, etc, many humorous utterances are employed by them.

To clarify the research background, here is an example of the humor in digidoy comic strips: One day, Dev went to Coki's house. Then he got little conversation there.

Dev : Woop, ngeri usaha kau ya cok. Ngambil aer dari mana? Aer pet saring ya?

Coki : Enggaklah bang, awak kan mo nyaingi Akuwah. Dari sumber air langsunglah Awak ngambil dari sumber aer terpercaya. Dari sunge Deli langsung loh, Biar terjaga keasliannya ngak awak saring lagi

Dev : Woop, what an extraordinary effort, Cok? Where did you take the water? Is it furifying water?

Coki : No, bro, I just want to compete Akuwah. From the water source directly. I took it from a reliable water source. From Deli river directly, I don't filter it anymore so authenticity is maintained

From the dialogue above, we can see that Coki' response in Dev's question appears to flout the maxim of quantity. He gives superfluous information to Dev's question. He should just answer the question by saying, "*Enggaklah bang, dari sungai Deli, bang* (No, bro, it's from Deli river)". However, he flouts the maxim of Quantity by giving addition information, which has no relation with the question. Then it seems that he flouts the maxim of Relevance as well. The answer "*awak kan mo nyaingi Akuwah* (I just want to compete Akuwah)" appears having no relation with the question "*Ngambil aer dari mana?* (Where did you take the water?) ". However, Coki states that information in order to show his spirit to Dev. The reason for his utterance is that Coki knows that Dev always not believe in him. Therefore, he gives that information to show his spirit.

There are some previous studies that had been explored about flouting maxim of humor. The first study conducted by Agustinia (2016) found that in

delivering the humor, characters flout four maxims of conversation. The maxim of quality is the most flouted maxim which is used to create humorous conversation and the characters use the rhetorical concept of overstatement in most of the flouting. This study is expected to provide an additional view and information in the study of humor in pragmatics for the next researchers who are interested in studying about humor. The second, Dewi dan Putra (2014) concluded that even in the famous novel, the flouting maxims are can't be avoided. The result of the research is even the flouting maxims are occurred, the story is still move on. Same like in daily conversation, even if there are many flouting maxims, the conversation is still alive and continue, however the Grice theory about flouting maxims can be judged wrong or correct, because the language always grows, so back to the main purpose of the language, as the tool of communication, even if speaker can't say it correctly but as long as the listener understand that will be fine. The third, Bagus (2018) said that the presence of humor in daily interaction is essential. It can be used to reduce the stress, tension, and make the interaction more relax and friendly. Humor is needed for the interaction in daily life.

Based on some explanation above, it was stated that the study about flouting maxim of humor were still controversial regarding to the recent research findings from several research where come from several countries. It meant the study was acceptable too research further.

This study conducted a study which examined flouting maxim of humor in comic strips.

1.2. The Problems of Study

Based on the background study, the problems are formulated as the following:

1. What types of maxims are flouted by the characters to create humor in *Digidoy* Comic Strips?
2. What are the forms of humor created by maxim flouting in *Digidoy* Comic Strips?
3. How are the functions of humor created by maxim flouting in *Digidoy* Comic Strips?

1.3. The Objectives of study

The objectives of the research are stated as follows:

1. to describe the types maxims that are flouted by the characters to create humor in *Digidoy* Comic Strips,
2. to explain the forms of humor created by maxim flouting in *Digidoy* Comic Strips, and
3. to explain the functions of humor created by maxim flouting in *Digidoy* Comic Strip

1.4. The Scope of the Study

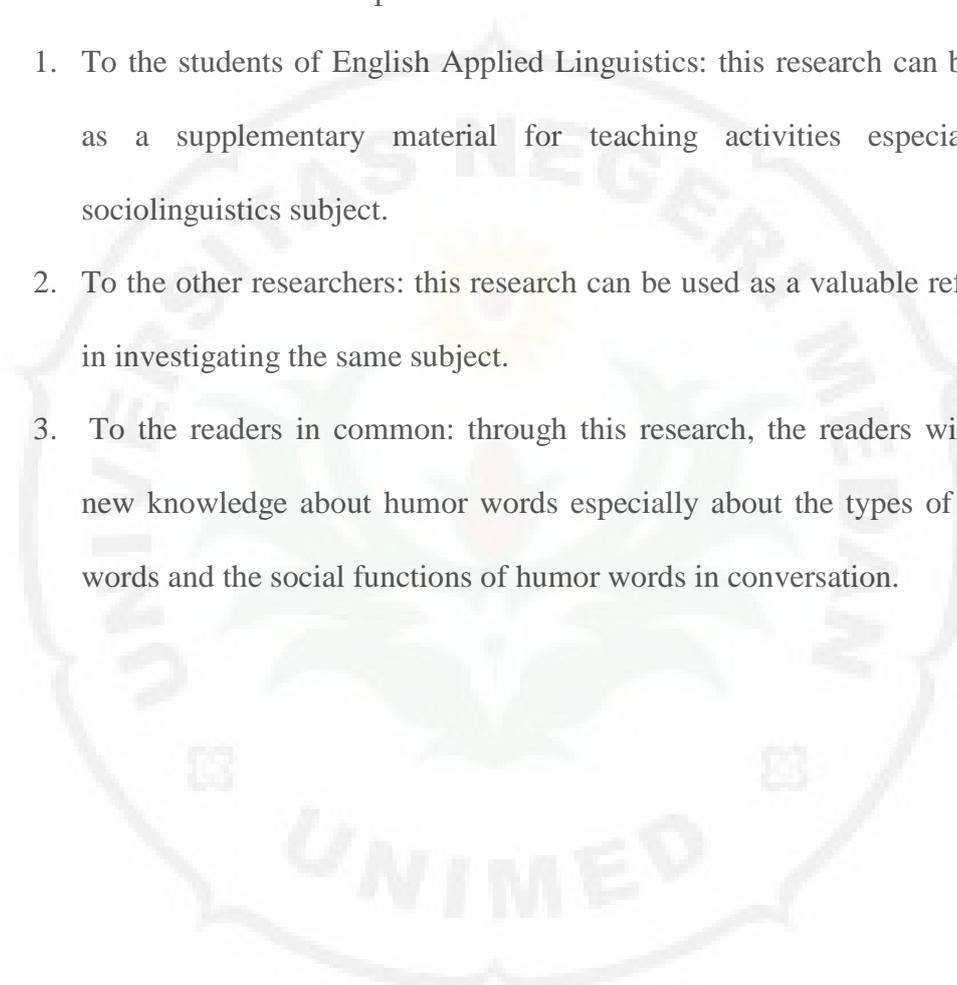
The scope of the study is limited on humor under pragmatic study. Humor is an important topic that can be analyzed using linguistic approach. In other word the scope of this study focused on flouting maxim of humor in comic strips. the researcher hopes that this research can be used to understand humor under the study of pragmatic or other linguistic studies

1.5. The Significance of Study

Regarding the background and the objectives of the research, the researcher Expects that the research will contribute a great significance both theoretical and

Practical. Theoretically, the research finding will give additional information to the other linguistic researchers. In practically, it is expected that the finding will give some benefits for certain parties.

1. To the students of English Applied Linguistics: this research can be used as a supplementary material for teaching activities especially in sociolinguistics subject.
2. To the other researchers: this research can be used as a valuable reference in investigating the same subject.
3. To the readers in common: through this research, the readers will have new knowledge about humor words especially about the types of humor words and the social functions of humor words in conversation.



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