

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

People absolutely communicate along his life. Communication is aimed to express desires, beliefs, attitudes, behavior in social interaction. Talk show is one of the social interactions held in an event organized deliberately between the host and the guest to share information for the audience. Talk show is a form of communication or conversation, highly popular form of information and entertainment through the institutions, practices and technologies of television. The aim of talk shows is to deliver useful information to the viewers and entertain them at the same time (Munson, 1993).

Talk shows can be divided into several types based on the characteristics of information shared and time scheduled. Ilie (2001:216) distinguishes three major subcategories of talk shows on television. They are categorized according to the time they are on the air such as early morning talk shows, daytime talk shows, and late night talk shows. The topics discussed in daytime talk shows are very challenging, problematic and controversial. They deal mostly with concerns about current issues in the public and private sphere, such as social and professional conflicts, marginalization, feminism etc.

Late night talk shows are, on the other hand, entertaining and have a relaxed atmosphere. The idea behind the show is to make the audience feel comfortable and unwind them after the long day. Therefore, the style and the contents of daytime talk show and late night talk show are different. The late night talk show definitely falls into the latter category. It is specifically a kind of comedy-oriented talk and variety show that airs late at night. A talk show which blends humor as the main point or central element of the program can be categorized as humorous talk show. Humorous talk show can be used to attract the

audience's attention as what Mc. Ghee (1979) argued that any good instructional television program must have an element of humor in order to maintain a high level of motivation in large numbers of people to watch the program. Humor can be broadly identified as a form of communication in which a created stimulus may act to provide pleasure for an audience.

The benefits of humor in communication can be encountered not only in talk show but also in social life. In fact, numerous organizations believe humor to be so beneficial in the work place. Teachers use humor to bridge the gap of reluctance in communication with their students. Integrating humor into teaching difficult subjects has proven to be beneficial to students. Another study found that students' retention and comprehension is improved when humor is woven into class lectures.

Doctors use humor in their communication with patients which would otherwise be a strictly serious role. This practice helps build relationships with their patients and also aids in the patients' recovery. Doctors have been using humor in their practice for quite some time now but this is not a new. Humor is often used to heal; not only emotional stress, but physical stress as well as the movement from laughter can aid in healing muscle tension, fight infections, and interrupt spasm-cycles. Even scientists have been known to use humor to relieve stressful situations.

According to Nuolijärvi and Tiittula (2000:17) communication or conversations in talk shows broadcasted on television differ from everyday life communication. Firstly, on television there is always a certain time reserved for the program. Therefore, it limits the duration of interaction. Secondly, talk shows are aimed at a "third party", i.e. the audience. The viewer is the third participant even though if he or she may be not an active participant of television interaction. Humor used in talk show has been already accorded to the talk show characteristic itself. The talk show contains indirect communication since the audience is the third party who obtains the information shared in talk show. The

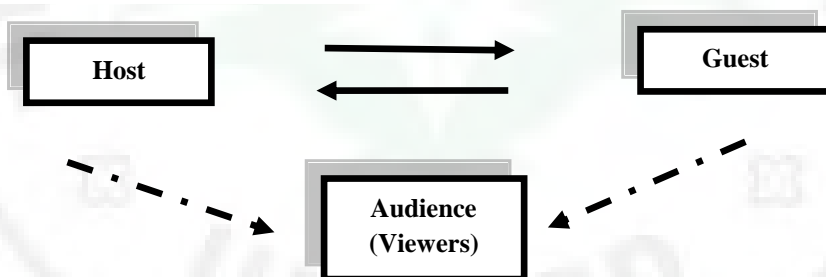
conversation is meant to be presented to the viewers and that makes the interaction of talk show special. Thus, it can be inferred that the communication in talk show is a unique-designed for entertaining purpose and far from its natural use in the real life. Otherwise, in the real life, the communication model shows that the speaker and hearer will use the direct-communication.

The elaboration of communication occurred in talk show and real life conversation can be simply illustrated as follows:

a. Communication in Real Life (Natural Conversation)



b. Communication in Talk Show



Notes:

—————▶ Direct Communication

- . - . ▶ Indirect Communication

Figure 1.1 Communication Scheme

Since humor in the real life and humor in talk show has different model of communication, the researcher was going to analyze how and why the utterances generate humor in humorous talk show. In analyzing the data, the researcher used three ways of humor generation.

There were three ways categorized to know how the utterances generate the humor in humorous talk show and the reason why the utterances generate in the way they do. The first was known as incongruity way, it defined that humor could be generated when people's logical expectations didn't match up with the end of the situation or the joke. The second was superiority way, it defined that humor was generated when laughter risen at someone else's mistakes because feeling superior to them. The third was called relief way, it defined that humor as a method of releasing people from inner battles and torments, and thus humor was often generated when giving the sense of release from some threat that is being overcome, the use of bad language (taboo) was found in this way of humor generation.

The data were taken from humorous talk shows namely ILK of Trans7 and Sentilan Sentilun of Metro TV. Both of humorous talk shows were categorized as late night show because the program was blended by humor as the main points to provoke laughter and entertain the audience. Indonesia Lawak Klub (ILK) and Sentilan Sentilun (SS) had already been familiar for the audience and still existed until now. They were the popular talk shows which used humor to attract the audience's attention. These backgrounds of humorous talk shows convinced and triggered the researcher to take them as the subjects of the research.

Indonesia Lawak Klub (ILK) is a parody talk show which imitates Indonesia Lawyers Club (ILC) on TVone but the way in sharing the information is different. The topic discussed in this talk show is widely varied issue. The schedule of ILK had ever been added for every day schedule broadcasting because of the audience's request.

Sentilan sentilun is a popular humorous talk show broadcasted to give information of politics dominantly and criticize the government's policy. The topic discussed is dominantly politic issue. It is one of excellent talk show known in MetroTV besides Mata

Najwa, Kick Andi, Just Alvin and Mario Golden Ways. Both of the humorous talk shows were the successful program to attract the audience's interest to watch and still existed up to now. These humorous talk shows program provided the fresh entertainment for the audience. (<http://www.kompasiana.com/jadwaltvindo/acara-tv-talkshow-2015>).

The researcher would analyze the way of humor generation based on the three ways such as incongruity, superiority and relief. Then by using incongruity way, the researcher used the level of language such as phonology, graphology, morphology, lexis and syntax proposed by Ross (1998) to analyze the words, phrase and sentences which generate the humor.

The example of the humor generated by using incongruity way can be seen in conversation of humorists in ILK program on Trans7 TV (episode: Asli atau palsu, 23 Agustus 2015).

E.g 1:

- R : Dari tadi saya perhatikan anteng-anteng aja padahal dia pakai barang palsu, artis loh.*
- D : Siapa?*
- R : Ini.*
- D : Hah? Ini, pak Jarwo? Anda sembarangan menuduh, saya tahu kredibilitasnya pak Jarwo.*
- J : Terima kasih, bro.*
- D : **Oh, sudah berapa kali dia dipanggil oleh polsek-polsek terdekat. [penonton tertawa]***
- J : Loh kenapa, pak Denny ?*
- D : Nggak, ditanya aja, pak Jarwo apa kabar?*

From the example above, it can be seen that J's expectation does not match to what actually occurs in the conversation that evoke laughter from the audience. J assumed that D would support him otherwise D is trying to provoke the laughter by saying unpredictable answer or surprise element to be a response.

1.2 Problems of the Study

The problems of the study must be clearly stated so that the objectives of the study can be well determined. In line with the background above, the problems of the study were formulated as follows.

- 1) How do the utterances in humorous talk shows generate the humor?
- 2) Why do the utterances in humorous talk shows generate in the way they do?

1.3 Objectives of the Study

Based on the problems of study above, the objectives of the study were.

- 1) to describe and to elaborate how the utterances generate the humor in humorous talk shows.
- 2) to elaborate the reasons why the utterances generate in the way they do.

1.4 Scope of the Study

The study was concerned on investigating of the humor generation in utterances of humorous talk show entitled Indonesia Lawak Klub of Trans7 and Sentilan Sentilun of Metro TV. The study limited the analysis on the verbal humor which dealt to exploit some verbal elements such as words, phrases and sentences. In this case, it was important to describe and elaborate the way of humor generation and the realization of linguistic level in that context so the factors generating the humor could be analyzed.

1.5 Significance of the Study

There were two general significances which would be found theoretically and practically.

Theoretically, the results of this study were useful:

- 1) to enrich and develop readers' knowledge of linguistic levels which was used in humor generation.
- 2) as the source of information and idea for other researchers who wanted to carry out further study on Language and Humor (LaH) in the other fields.

Practically, the results of this study were useful:

- 1) as the guiding information for readers to increase their sensitivity of finding socially appropriate humor in language use for the situation that they encountered in communication.
- 2) as the guidance for the readers that humor was necessary to enhance the quality relationship with others in different context and situation as it was a form of communication.