

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Nowdays, coffee shops are becoming a global phenomenon. Coffee shops can be easily found in various countries in this world, including in Indonesia. Coffee shops are made by societies as a space for various things. Historically, coffee shops are well known as a place for intellectual discussion, political debate, and freedom of social expression (Tucker, 2011:7). Having coffee activity in a coffee shop is a common thing and has been routinity in public. Now, even coffee shops have quite an important position, namely as a gathering place for people where they can use as their break time from demands daily life and fatigue due to work routines.

Various studies show that coffee shop consumers are started from teenagers, parents, and also workers. They have assumed this is as a lifestyle (Pramita, 2016; Solikatun,2018; Herlyana, 2014). Coffee shops also have been made as a part of the public space provide social space or freedom for visitors to meet, hang out, chatting, doing assigment, accessing free wifi or looking for sources of information (Santoso, 2017; Sohrabi, 2015; Hayati, 2015).

When people meet and hold talks, communication becomes their main activity. The term that is often used is Hang out. For them, communication is an activity that makes the atmosphere become more pleasant and closer to one another. This fun can make them laugh and shout more together while chatting. Especially, when they argue or make some humors with each other. They are not feeling hurt and even it makes their relationship being closer. Occasionally, in the

pauses of their conversation, there is always seen a smile and laughter among them. Humor itself can be broadly identified as a form of communication in which a created stimulus may act to provide pleasure for an audience.

Talking about humor, humor itself plays an important role in everyday life. Usually, humor is worth doing when the situation in which people are speaking is frozen and rigid. A good laugh makes any conversation so much better. It is a tool that can be used to enhance informal communication and relationship among the users. Understanding humor in the current situations is extremely required since it could be used to release tiresome, fatigue, and stress. By using humor, it is possible for a speaker to say the truth elegantly and softly, without disturbing someone's feeling. The main aspect of humor is to amuse people and to provoke laughter, which should be the primary aim of every humorous situation. It has many social functions, but mostly it is instrumental to lighten some situation, to amuse people or to evoke a good mood. The primary functions of humor in conversation are effects that the speaker may achieve directly by using humorous segments or texts in his or her discourse (Attardo, 1994: 322).

The benefits of humor in communication can be encountered in social life. In fact, numerous organization 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 could 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 be 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.

Consequently, humor is presumed as a strategy for expressing resistance, also controlling mechanism of expression. Humor in daily life is not a hard thing to find. It happens in people's everyday conversation. For example at coffee shop, at coffee shop interaction, people (feminine and masculine) have their own way and style to interact and negotiate, consciously or not, they maintain their power and present their gender and professional identities. A person's humor depends on the conditions and situations where he is. A person will tend to be more calm at workplace and will be humorous when they are in public places such as coffee shop. Because coffee shop is an informal place where there is no rules that must be maintained. They are free to express themselves, make fun of friends, criticizes, ridicule and mock each other.

Talking about gender identities, it is connected with gender styles. Each gender is estimated having their own style on showing their identity. As Richard (2006) stated that humor could be applied either in meeting (formal context) or small talk (informal context), because it is utilized in daily conversation. In daily talk at coffee shop, people interact and speak between feminine and masculine. So, in the interaction, it formulates gender styles. The styles can be appeared when feminine and masculine humorously talk each other. In this study, it

analyzes whether feminine and masculine relevantly talk with their gender styles or not. It will be organized in feminine + feminine, masculine + masculine, and masculine + feminine.

As Vanfossen (2001:2) stated that masculines are famous for their aggressive attitude while feminines are famous for their non-aggressive, empathy and accepting attitudes. Feminines are also said more polite than masculines, not only to masculines, feminines also proved to be more polite to their fellow feminines friends. Feminines are synonymous with gossip or personal conversation, whereas masculine are synonymous with scientific talks. Gender differences can certainly affect the way someone interacts, including humor style. This statement was supported by Fitriani that revealed feminine and masculine differs in expressing and responding to humor (Fitriani, 2012:84). Generally, masculines consider themselves to be funnier than feminines because masculines have a higher likelihood of joking (Wong, 2010:5).

The result of the study above revealed that masculines tend to ridicule and criticize someone to make people around them laugh, while feminines are known to be more polite and more empathy in terms of responding to someone's conversation, (Vanfossen, 2001). This statement is in line with what was stated by one of the psychology student of UIN Malang when he was interviewed. He stated that he often received ridicule and criticizes when hanging out with his masculine friends, but it was very different when he got together with his feminine friends who were gentler and sensitive to someone's feeling (interviewed, April, 14<sup>th</sup> 2016).

But, in this case, the researcher finds the contradiction among the theory and the fact that were got from the field. The researcher finds that feminines may

also have the aggressive style, not only in masculines. Here are some samples of humorous utterances at coffee shop interaction by considering the gender which is transcribed in the conversation below:

### INTERACTION I

- M (KAW) : “*Maaf ya we, kecepatan kali aku datangnya haha*”  
(Sorry guys, I arrived too soon haha)
- F (ZA) : “*Haha.. Gak heran, jengkel kali aku!*”  
(Haha.. You drive me up to the wall!)
- M (KAW) : “*Aku tidur nyenyak kali tadi. Eh, ini beneran kau? tumben cantik kali kau hari ini, ku pikir tadi jemuran berjalan. Baju warna biru, rok warna abu-abu, jilbab warna hitam*”.  
(I slept like a log. Eh, is that really you? See, how pretty you are! I think you are a moving clothesline. Blue shirt, gray skirt, black veil.)
- F (ZA) : “*Pandai kali lah kau ini kalau soal menghina. Ponten 9 dulu pas pelajaran Aqidah Akhlak ya*”.  
(I see you are still the king of insulting. You might have got point 9 when you studied Aqidah Akhlak.)
- All : (Laugh)

Based on the utterances above, it can be examined that humor appeared in masculine + feminine conversation, uttered by masculine (KAW). He said, “*Maaf ya we, kecepatan kali aku datangnya haha*”, and “*Eh, ini beneran kau? tumben cantik kali kau hari ini, ku pikir tadi jemuran berjalan*”. Also by feminine (ZA), she said, “*Pandai kali lah kau ini kalau soal menghina. Ponten 9 dulu pas pelajaran Aqidah Akhlak ya*”. The situation is considered as humorous interaction that consist of spontaneous conversational humor. Spontaneous conversational humor is humor that occurs spontaneously in a dialogue (Martin, 2007:13). It can be proved that all participants who get involve at the coffee shop have laughed at what they said. From the data above actually based on its context, “*kecepatan kali aku datangnya*” means that he comes late to that coffee shop. He does not come according to the agreed time. He only makes a joke to his friends and actually it is

the opposite of what he said. This utterance is spontaneous conversational humor that consists of irony type. Irony is a factual or embellished statement in which the opposite of what is stated is really meant. A speaker expresses a statement in which the literal meaning is opposite to the intended meaning (Rybacki, 1991: 314). Then, at the utterance “*Eh, ini beneran kau? tumben cantik kali kau hari ini, ku pikir tadi jemuran berjalan*”. Here, *cantik kali* means that he wants to say her that she is bad looking and *jemuran berjalan* means that the color of her clothes does not match between shirt, skirt and veil. This utterance is spontaneous conversational humor that consists of teasing type. Teasing type is a humorous remark directed at the listener’s personal appearance, habit, and characteristics (Martin: 2007). And also by feminine (ZA), she said “*Pandai kali lah kau ini kalau soal menghina. Ponten 9 dulu pas pelajaran Aqidah Akhlak ya*”. Here, the utterance means he has no morals because he likes insulting other people. And he has excellent ability in creating his own story. This utterance is spontaneous conversational humor that consists of sarcasm type. Sarcasm itself is a form of irony which is not so friendly and usually intended to hurt. An uttered says something what cannot be interpreted literally. Sarcasm can be an insult that expresses resentment and anger using harsh words (Martin, 2007: 13).

So, from the data above, it can be concluded that the style of humor which is built by feminine and masculine above is Aggressive. Masculine talks aggressively and feminine responds aggressively too. This style is proposed that humour is aggressive in content when people contribute material which tends to mock, ridicule others who aim at criticizing others or to make them fun by disparaging manner with the theory possesses by Martin (2003). From the samples above, it can be observed that feminine and masculine talks Aggressively, they

use the same style: Aggressive style. On the other hand, Vanfossen (2001:2) stated that feminine are famous with their non-aggressive, more empathy and accepting attitude. They are said more polite than masculine in responding something. But in this case, the situation showed the contradiction among the theory and the fact which is found in the field. Is this contradiction caused by physiology, psychology, education or social factor? So, this case need have further more investigation.

As another example :

## INTERACTION II

- F (APH) : “*Sebenarnya kau pakai baju warna apa itu?*” *putih atau cream?*”  
(What color is your clothe actually? White or cream?)
- F (AP) : “*Entahlah we. Bersih kali kan warna bajuku ini? Sampai aku pun gak tahu warna aslinya apa (tertawa).*”  
(I do not know. See, how clean my clothe it is. I don’t even know the original color). (laugh).
- F (J) : “*Haha, kau pun rajin kali pulaknya nyuci pakaian, sampai gadel gitu warnanya. Apa ga ada baju lain kau?*”  
(Haha.. it seems you are too dilligent washing the clothe, till it has the dirty color. Don’t you have another clothe?)
- F (AP) : “*Ada. Haha.. tapi aku suka sama baju ini*”.  
(Yes, i have. Haha.. but i love wearing this one).

Based on the utterances above, it can be examined that humor appeared in feminine + feminine conversation, uttered by feminine (AP), she said, “*Entahlah we. Bersih kali kan warna bajuku ini? Sampai aku pun gak tahu warna aslinya apa. (tertawa).*” Also by female (J), she said, “*haha.. kau pun rajin kali pulaknya nyuci pakaian sampai gadel gitu warnanya.*” The situation is considered as spontaneous conversational humor. Spontaneous conversational humor is humor that occurs spontaneously in a dialogue (Martin, 2007:13). It can be proved that all participants who get involve at the coffee shop have laughed at what they said.

From the data above actually based on its context, *“bersih kali”*, *“gak tahu warna aslinya apa”* means that she is wearing a dirty clothe, and even she does not know the original color of her own clothe. AP makes a humor by bringing down her self to make other people around her laugh. This utterance is spontaneous conversational humor that consists of irony type. Irony is a factual or embellished statement in which the opposite of what is stated is really meant. A speaker expresses a statement in which the literal meaning is opposite to the intended meaning (Rybacki, 1991: 314). Meanwhile, at the utterance by femine (J), *“haha.. kau pun rajin kali pulaknya nyuci pakaian. Sampai gadel gitu warnanya. Rajin kali* means that AP is lazy washing her clothe till it has a dirty color. J makes a humor by mocking her. This utterance is spontaneous conversational humor that also consists of irony type. Irony is a factual or embellished statement in which the opposite of what is stated is really meant. A speaker expresses a statement in which the literal meaning is opposite to the intended meaning (Rybacki, 1991: 314).

So, from the samples above, it can be observed that AP responds self defeatingly, and J responds aggressively. They use the different style: self defeating and aggressive style. This style is proposed that humor is self defeating in content when people bringing down her/him self to make other people around them laugh, Martin (2003:53). And it can be said humor is aggressive in content when people contribute material which tends to mock, ridicule others who aim at criticizing others or to make them fun by disparaging manner with the theory possesses by Martin (2003:53). As Vanfossen’s research above, it shows that feminine are known to be more polite and more emphaty in terms of responding to someone’s conversation. But, in this case, both AP and J, they respond to each



other by using humor utterances with irony inside. So, this case also needs have further more investigation.

We all know what it is like to experience humor. Someone tells a joke, relates an amusing personal anecdote and we suddenly struck by how funny it is. Humor is so familiar and it is such an enjoyable and playful activity. Many people might think they already understand it and do not need research in psychology to explain it. In fact, we do need it. Below, some previous researches discuss belong to gender style of humor.

Based on Anggraini (2014) explained the forms and functions of humor created by maxim flouting in *Modern Family* Season 4. The researcher used the theory of types of humor by Martin, functions of humor by Attardo, and flouting maxim by Grice. The result there are 5 data as flouting quantity, 4 data as flouting quality, 6 data as flouting relation and 6 data as flouting manner in *Ellen DeGeneres Show*. In terms of function, there are 2 types of function created by maxim of relation flouting. They are social management which occurs 16 times or 32% and decommitment which occur once or 2%. This study distributes to this paper related to functions and forms of humor.

Further more, Karakus, Zehra, and Aysel (2014) showed that from the subscale of perceived social support and types of humor explored a significant positive relationship was found between participatory and self-enhancing humor, but there was no correlation between aggressive and destructive humor. According to the results of regression analysis, perceived social support is illustrated at significant level by participatory and self-enhancing humor. This paper contributes to the research based on the social element that influence male and female's self to enhance the humour.

Wu (2016) proposed that humor has its positive and negative features; negative humor leads to tension between two people. Moreover, there are gender differences in the use of humor. Previous research has demonstrated that males tend to prefer unfriendly humor. Aggressive behaviours are predicable by the level of empathy and may mediate the use of humour by males and females. They found that males prefer to use aggressive and self-enhancing humour, whereas females have more empathy; the perspective-taking and empathic concern are positively correlated to positive humour styles but are negatively correlated to negative humour styles. The present study helps us to understand why males prefer unfriendly humor. In this case, this paper contributes to the research which will analyze humour with the same perspective-gender.

Moreover, Halfpenny and James (2020) present a research aimed to determine whether empathy is related to junior-school children's use of different humor styles. It has been proposed that four styles of humor exist, two of which are thought to be adaptive (affiliative and selfenhancing) and two of which are thought to be maladaptive (aggressive and self-defeating). However, research exploring the role of humor styles in younger children's development has been limited. To investigate this the Humor Styles Questionnaire for young children (HSQ-Y) and the Thinking and Feeling Questionnaire were administered to 214 UK children aged 9-11 years old. Correlational analyses revealed that self-enhancing humor is associated with cognitive empathy, affective empathy and sympathy, affiliative humor is positively associated with cognitive empathy specifically and aggressive humor is negatively associated with affective empathy and sympathy.

Based on the samples of the conversation at coffee shop above, it can be concerned with the previous statements that humor appeared in real discourse that involve feminine and masculine talking each other who use their gender styles in the interaction. In addition, it is found out the cases that should need more analyzed, the researcher decides to build up the study entitled Gender Style of Humor at Coffee Shop.

### **1.2 The Problems of the Study**

Based on the background of the study described above, the problems are formulated as 3 problems mentioned below:

1. What types of humor style occurred at coffee shop?
2. How are the humor styles realized in humorous expressions in the way they are?
3. Why are the humor realized in the way they are?

### **1.3 The Objectives of the Study**

In line with the problems of the study, the study is proposed to:

1. To investigate the types of humor style occurred at coffee shop
2. To analyze the realization of humor styles in the way they are.
3. To explain the reasons of humor in the way they are.

### **1.4 The Scope of the Study**

This study is focused on gender style of humor which is uttered by the interlocutors. In this case, the study emphasizes on the humorous interaction. Humorous interaction also can be existed as one of strategies in the interaction. The study analyzes the interaction between feminine + feminine, masculine + masculine and also masculine + feminine at coffee shop. Humor also can be

applied either in meeting, work place, education (formal context) or small talk such as coffee shop, shopping mall, cafes (informal context); so it is utilized in small talk (daily conversation) in order to make it easier to get the data. Because of the study concentrates at coffee shop, it analyzes some visitors related to their gender styles during they do humorous interaction among them. It will be classified into feminine + feminine, masculine + masculine and also masculine + feminine.

### **1.5 The Significance of the Study**

Findings of this study were strongly expected to have the theoretically and practically indispensable significances.

Theoretically, the study is purposed to increase the understanding about theories of humor that focused on gender style, to see the differences of humor style in feminine + feminine, masculine + masculine and also masculine + feminine. However, through the analysis of the humorous utterances at coffee shop interaction, the study is expected to be able to increase the more understanding of the existing literature about Linguistic Study, emphasized on Sociolinguistics, specifically humor, language and gender.

Practically, the study is aimed to make room for the further researcher who is interested in studying humor and gender style of humor. In this case, the study is expected to be one of references for the other researchers or readers who will analyze and develop the study related to humor, and gender with other perspective. Also the study is supposed to increase and encourage the number of analysis about humor, especially for English Applied Linguistics in State University of Medan.