CHAPTER I
INTRODUCTION

A. Background of the Study

Humor 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).

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. For the analysis of the show’s humor, I chose the default theory of implicature in pragmatics – Grice’s Cooperative Principle and its conversational maxims. From the many humor techniques, we selected for analysis such humorous situations which emerge from the violation of Grice’s Cooperative Principle, analyzing the exemplary instances set in their situational contexts.

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. 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.
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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, bloopers 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.

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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. Warkop DKI Reborn: Jangkrik Boss Part I is an Indonesian Movie that first aired on 8 September 2016. It is characterized by Dono (Abimana Aryasatya), Kasino (Vino G. Bastian) and Indro (Tora Sudiro) are back in action amid the bustling city of Jakarta. Once again, they play the roles of a group of officers employed by a private institution, CHIPS (A Great Way to Overcome Social Issues). 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.

B. Focus of the Research

Humor is often generated by employing many improper or uncommon language aspects and it is mostly achieved by breaking the standard rules of languages. Analyzing humor can be done by using some linguistic approaches, i.e. semantics, pragmatics, and sociolinguistics.
In this research, the researcher analyzes humor using pragmatic approach. Pragmatics is one of some approaches of both spoken and written language description. This approach studies language in relation to the contextual background features. It studies the context, text, and function (Cutting, 2002:2). In the area of pragmatics, linguists are interested in the way humor is communicated in everyday conversation and the functions of humorous communications, such as joke-telling, teasing, and irony, in interpersonal interactions (Norrick in Martin, 2007:89).

Humor in daily life is not a hard thing to find. It happens in people’s everyday conversation. Humor can also be studied through mass media, such as newspaper, movie, or sitcom. The movie can be an example of how humor are used in conversations. There are many great humor movie out there. The movie of Warkop DKI Reborn : Jangkrik Boss Part I is one of the movie that can portray how humor plays an important role in people’s daily life.

Pragmatically, when people make some humorous utterances, they usually violate Grice’s Cooperative Principle. It becomes the first problem that the researcher found in this object. The researcher found that the characters in the movie of Warkop DKI Reborn : Jangkrik Boss Part 1 sometime flouted maxims to create humorous utterances. It is detected that the characters in the movie of Warkop DKI Reborn : Jangkrik Boss Part 1 flout maxims of Cooperative Principle to create humor in a high frequency.

The second is the problem related to the forms of humor. The researcher found that there are some forms of humor employed by the characters in the
The forms of humor that do exist in a society will be different from other societies. It depends on the culture, historical background, and also geographical area. In this movie, the researcher found many different forms of humor that can represent the characteristics of this movie.

The third is the problem related to the functions of humor in the movie of Warkop DKI Reborn : Jangkrik Boss Part 1. Humor affects the communicative interaction of the speakers, or in other words it has social goals. The use of humor by a speaker affects the perception of his or her overall communicative image by the other participants. The function of humor is also necessary to be studied to make a better understanding in humor.

Since this study deals with pragmatic approach that can only be used to analyze verbal humor, the researcher does not analyze the accidental physical humor. Moreover, the researcher only analyzes the forms of humor that are created by maxim flouting.

Related to the flouting of maxims that are employed by the characters, the researcher employs Grice (1989:26) who states that there is a set of assumptions guiding the conduct of conversation, and these assumptions may be formulated as guidelines for efficient and effective use of language. The guidelines, according to Grice, are four basic maxims of conversation which together express a general Cooperative Principle. Cooperative Principle itself consists of four maxims; they are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Sometimes people are invited to violate
the maxims to express the feeling or the protest of a certain condition. This makes an amusement because the violation can create humorous utterances. Flouting of maxims is often done by speakers for some reasons, for instance to follow the practices of being polite and also to create a humorous situation in a conversation.

According to Martin in his book *The Psychology of Humor: An Integrative Approach* (2007: 25), there are three forms of humor that happen in people’s everyday conversation. The first is jokes that are prepackaged humorous anecdotes that people memorize and pass on to one another. The second is spontaneous conversational humor consisting of eleven types, i.e. irony, satire, sarcasm, overstatement and understatement, self-depreciation, teasing, replies to rhetorical questions, clever replies to serious statement, double entendres, transformations of frozen expressions, and puns. The last one is unintentional humor that consists of two types, i.e accidental physical humor and accidental linguistic humor. Accidental physical humor includes minor mishaps and pratfalls such as the person slipping on a banana peel or spilling a drink on one’s shirt. Accidental linguistic humor arises from misspellings, mispronunciations, and errors in logic. Since this study deals with pragmatic approach that can only be used to analyze verbal humor, the researcher does not analyze the accidental physical humor. Moreover, the researcher only analyzes the forms of humor that are created by maxim flouting.

Finally, in conducting research on the functions of humor created by maxim flouting in *the movie of Warkop DKI Reborn : Jangkrik Boss Part 1,*

This study focuses on maxim flouting employed by the characters in the movie of *Warkop DKI Reborn : Jangkrik Boss Part 1* reflecting the forms of humor and the functions of humor considering the wide range of problems and to make a deeper understanding. In Martin’s (2007) theory, there is the sub-category of accidental humor, slapstick, which is not categorized as verbal humor. The researcher does not analyze slapstick because it is not verbal humor, so it could not be analyzed using a pragmatic approach.

C. Formulation of the Problem

Based on the limitation of the research, the researcher formulates the problems of this research as follows:

1. What maxims are flouted by the characters to create humor in *the movie of Warkop DKI Reborn : Jangkrik Boss Part 1*?
2. What are the forms of humor created by maxim flouting in *the movie of Warkop DKI Reborn : Jangkrik Boss Part 1*?
3. What are the functions of humor created by maxim flouting in *the movie of Warkop DKI Reborn : Jangkrik Boss Part 1*?
D. Objective of the Research

Based on the research focus, the objectives of the study are as follows:

1. to analyze the maxims that are flouted by the characters to create humor in
   the movie of Warkop DKI Reborn : Jangkrik Boss Part 1,
2. to describe and explain the forms of humor created by maxim flouting in
   the movie of Warkop DKI Reborn : Jangkrik Boss Part 1, and
3. to explain the functions of humor created by maxim flouting in the movie of

E. Research Significance

Regarding the background and the objectives, this research is hopefully able to bring significance.

1. Theoretical significance

   The research findings are expected to enrich the finding of humor under pragmatic study. Humor is an important topic that can be analyzed using linguistic approach. The researcher hopes that this research can be used to understand humor under the study of pragmatic or other linguistic studies.

2. Practical significance

   a. Readers of this study

      This research can directly give more information about how maxim flouting can be a means to make various forms of humor. It is useful for people who are interested in humor, especially humor that is brought in movie. For people who love watching humor movies, it can help them
to understand humor from other countries that are problematic because sometimes the humor is not transferable. For those who are interested in making humor movies, this research gives some information on the techniques that are used by great movie producers to make successful humorous utterances, so that they also can make outstanding humor movies.

b. Students of English Department

Especially for those who major in linguistics, it can give additional knowledge in pragmatics especially which is related to Cooperative Principle. Linguistics students can use this research as a reference to make another humor research with a pragmatic approach or other linguistic approaches, such as sociolinguistics, semiotics, and stylistics.