

CHAPTER I

INTRODUCTION

This chapter is an introduction that consists of a background of study, statement of problem, research objective, research significance, and definition of key terms.

1.1 Background of Study

Human is a social creature who has a desire to interact with each other. Human use his/her thoughts, instincts, feelings, and desires to communicate with his/her environment. Communication, according to Bauer & Erdogsn (2017, p. 377) is divided into three parts, they are; (1) verbal language, in which someone listen to a person's speak to understand their meaning; (2) non-verbal language, in which someone observe a person either their gesture or mimic to understand their meaning; and (3) sign in which can be a writing and people have to read it to understand the message of it. Verbal language is the most commonly used by people to communicate with each other, and the general form of verbal communication is conversation.

Yule (1996, p. 71) argues that in a conversation the speakers have to cooperate to build an effective conversation. There have to be at least two people that talk to each other—one as a teller and another one as a listener. In order to be cooperative in a conversation, participants are expected to follow some principles called cooperative principle. In most circumstances, this kind of cooperation is

only the starting point for making sense of what is said (Yule, 1996, p. 35). In other words, in order to have an effective conversation between interlocutors, the speaker has to be cooperative in the conversation by observing conversational maxims.

Maxim itself is generally known as the rule in expressing of utterance or also referring to object of subjective of principle in pragmatics. Grice (1975) divides those maxims into four types; (1) maxim quantity, the maxim that orders how one person answers other people's question briefly and to the point; (2) maxim quality, manages a speaker to not tell a lie or deny something right; (3) maxim relevance, controls the speaker to relate their statement to the main topic of conversation; and (4) maxim manner, order the interlocutors to make clear statement without using complex term that will make other interlocutors confuse.

Even though the participants are trying to cooperate by obeying these maxims, there are certain moments when the participants disobey these rules. A speaker might fail to observe a maxim but still able to deliver the intended meaning through to the hearer and the failing to observe a maxim is called as 'flouting maxims' (Grice, 1975). Flouting maxims occur when the participants are trying to inform a matter beyond what they said. Then, like the rule of maxim, flouting maxims have four types, they are; (1) flouting maxim of quantity, when speaker give too much or too little information that is required; (2) flouting maxim of quality, in which the speaker tells a lie or says unsupported statement; (3) flouting maxim of relevance, happens when speaker says something not relevant to the

main topic of conversation; (4) flouting maxim of manner, occurs when speaker makes ambiguous statement and makes the hearer misunderstanding.

These flouting maxims, according to Attardo, (1994, p. 273) are likely to happen in a humorous conversation, such as joke because in the flouting maxim most of the speakers have misled the hearer by their statements. That is exactly the case in the text of joke in literal processing because Kuipers (2006, p. 07) describes the joke is a humorous genre about the moment when someone is trying to make other people laugh and often lying about something, denying the truth, and using ambiguous word to make it funnier, that is why flouting maxim relates to the joke.

Quoted from *bbc.com* (O'Hara, 2016) joke is more than just a fun way to spend the free time, humor is more than something to entertain. Today, joke is not only a medium of entertainment but also used as a tool to melt the atmosphere or an awkward moment. Adding a joke in the conversation is believed can make people closer. Many people also use jokes in other fields such as education (O'Hara, 2016). It is expected that with adding some jokes and funny stories as intermezzo the students are not stressed with the material that given to them.

Even though so many people love joke but there is individual difference in how humor is appreciated, as Kuipers (2006, p. 01) states there are differences level between men and women, people with different educational advantages, between old and young, and of course differences between people from different cultures and countries in appreciate a joke. The jokes are often associated with certain things at certain times and places.

Lew (1996) identifies that joke is a product of spontaneous human creativity, that means joke is something said or done to provoke laughter, especially a brief oral narrative with a climactic humorous twist. Similarly, Hetzron (1991) points out that joke is a short humorous piece of oral literature in which the funniness part is in the final sentence, called *punchline*, which means something funny is placed in the end of speaker's statement. Furthermore, Ritche (2004, p. 15) argues that joke as relatively short text which produces of an amused reaction to the reader or the hearer, and joke maybe formed out of single word, question-answer form, a short story, gesture and picture or drawing but consider in the context. Together, these studies outline that joke is a short story which produces humorous effect to the hearers, joke as a social phenomenon; a form of communication embedded in social relationship.

In understanding a joke it all depends on individual perception. Due to these differences, it is no wonder if there is someone who does not laugh when others do or who laughs when the rest are silent (Kuipers, 2006). One such example is like an adult joke. This kind of joke just will be understood by adult people. Legman (1996, p. 09) says that adult joke is an extremely large percentage of the jokes in circulation of oral joke, it is because people can talk about something taboo like sex life without being too serious. Either the conversation sounds funny or not, sometimes the person creates the humor without realizing it

In a joke, there are several additional meanings that ignore its literal meaning (Ritchie, 2004), especially in adult joke. . On several occasions, joke as form of humor can go beyond its literal meaning and the intended purpose is called

implicature. Thomas (1995, p. 58) argues that an implicature is intentionally produced by the speaker and it may (or may not) be understood by the hearer. That means, the hearer should be able to guess what the speaker is talking about. In this research, the researcher is going to discuss how interlocutors flout the maxims in the adult joke and to analyze the meaning of adult joke itself using the theory of implicature, and the object that used by the researcher is *Ice Age Series*.

Some previous studies have been done by some researchers with the same themes but different objects, they are: the first was conducted by Aidah Hayatul Jannah (2016) in “The Flouting Maxim in *The Fast and The Furious 7 Movie*”. She uses pragmatics as the primary theory because there is connected with conversational implicature. The result of her research is she finds out that there are the types of flouting maxim that appear because of the circumstance and the setting in the movie. The difference between Jannah’s research with this research is her research focus on how every character in the *Fast and The Furious 7 Movie* flout the maxim in every situation. While this research only focus when the characters flout the maxim that occur in the adult joke.

The second research was done by Lut Husaini Widi Hidayati (2015) with her research “A Pragmatic Analysis of Maxim Flouting Done by the Main Characters in the *Devil Wears Prada*”. She uses the theory of flouting the maxim to analyze the utterances which are spoken by the main characters in *The Devil Wears Prada*. She discovers the types of maxims that are flouted in *The Devil Wears Prada*, she also reveals and explains the strategies used by the main characters to flout maxims in *The Devil Wears Prada*, and describes the functions

of maxim flouting done by the main characters in *The Devil Wears Prada*. The difference between this research and Hidayati's work is both using different objects and also this research only focus on utterance that contain adult joke in the *Ice Age Series* that flout the maxims.

The third is by Desi Aprilianti (2015) "The Ambiguity in Jokes In www.smilezilla.com" who uses the theory of joke and ambiguity as the main theory in her research. She discovers some ambiguities in joke and how those ambiguity make the joke funny. She also analyzes the structure of a joke in www.smilezilla.com. The differences between this research and Aprilianti's work is she analyzes the ambiguity joke in general term, while this research is focused on adult jokes and how it flouts the maxims and produce the implicature.

After understanding the previous researches and the theory of maxim and joke, this research focuses on how the oral-joke said by the characters. This research aims to analyze what kind of flouting maxim the characters do in the movies and also to analyze the meaning they intend to achieve in their implicatures of the adult joke which contain in the *Ice Age Series*.

Ice Age Series are one of children animated cartoons released by Blue Sky Studios that have five big movies and eight short movies. The first movie was released on March 15th, 2002 titled *Ice Age* and the last movie is *Ice Age: Collision Course* was released on July 22nd, 2016. The movie tells about Manny the mammoth, Sid the sloth, and Diego the saber-toothed tiger, and their adventure in the ice age. In this research, the writer analyzes *Ice Age Series* because there are

maxims that flouted by the characters in this movie. This research focuses on the topic of adult joke as flouting maxim in *Ice Age Series*.

1.2 Statement of the Problem

Based on the background above, this research focuses on analyzing flouting maxim in adult joke that appears in the *Ice Age Series*. Regarding the previous statement, there are two problems proposed in this study, they are:

1. How do the characters flout the maxim in the adult joke of *Ice Age Series*?
2. What are the meanings of conversational implicatures are found in the adult joke of *Ice Age Series*?

1.3 Research Objective

The purpose of this research is to analyze the adult joke that content in *Ice Age Series*. Specifically, this research is about to take these two aims:

1. To find out how the characters flout the maxim in the adult joke of *Ice Age Series*.
2. To analyze the meaning of conversational implicatures in the adult joke of *Ice Age Series*.

1.4 Research Significance

This research is expected to contribute in particular to give some advantages about how *Ice Age Series* actually have some adult jokes and how the jokes flout the maxims. From the theory that is used, the researcher hopes this research can be able to bring some impact directly or indirectly.

Theoretically, this research may has contribution to cooperative principle study and verbal humor. This research is also expected to give more understanding

about the flouting maxim in form of example and conversation of the joke in *Ice Age Series*. Furthermore, the researcher wants this research can help the reader to understand the kind of flouting maxim and its relation with the joke.

This research is also expected to enrich the understanding about flouting maxim especially in a joke and how it works. This research also wants to give the information about the meaning of adult joke that contains in *Ice Age Series* by using the theory of flouting maxim and make the readers understand how a joke can flout the maxim.

1.5 Definition of Key Terms

1. Maxim

A principle that governs human interaction involving language, to act cooperatively in conversation at the stage at which it occurs. This principle is believed to be the guidelines for an efficient and effective conversation.

2. Flouting Maxim

One of non-observance of the maxim to break utterance without any intention to mislead the hearer but to make the hearer look for the meaning behind the implicit utterance.

3. Implicature

An additional conveyed meaning or a proposition implied by the utterance of a sentence in a context even though the proposition is not a part of it (Yule, 1996).

4. Conversational Implicature

One aspect of pragmatic studies that used to explain the implicit meaning/message in the utterances in a conversation.

5. Cartoon

A simple drawing show the features of its subjects in a humorously exaggerated way, or a motion picture using animation techniques to photograph a sequence of drawings rather than real people or objects.

6. Joke

A thing that someone says to cause amusement or laughter, especially a story with a funny punchline.

7. Adult Joke

The kind of joke that only will be understood by adult people. Because with increasing age, the range of humor types enjoyed is expanded.

8. *Ice Age Series*

The animated cartoon released by Blue Sky Studios that have five big movies and eight short movies. The first movie was released on March 15th, 2002 titled *Ice Age* and the last movie *Ice Age: Collision Course* was released on July 22nd, 2016.

1.6 Organization of Writing

This research consists of five chapters. Chapter I is introduction. This chapter draws the background of this research, then mention the statement of the problems, and research objective, and also consists of significant of research, the definition of key terms, and organization of writing.

Chapter II is theoretical review. It describes all theories that use in this research, those are the theory of adult joke and how it happens; then, there is the theory of cooperative principle maxim and the flouting maxim. In addition, there is also the theory about implicature, it uses for understanding the meaning of joke that flouts the maxim. Chapter III is research method. This chapter explains the method and all techniques used by the researcher to collect and analyze the data. This chapter also consists sample and source of data that taken by the researcher. Chapter IV is discussion. This chapter is the discussion, where the researcher analyzes the data and tries to find the answer for the research question.

Chapter V is conclusion and suggestion. First, this chapter indicates that the study has been completed by presenting a summary of answers to the research questions. Furthermore, an integrated interpretation of all the research results obtained, among which can be attributed to the research process (including the advantages and disadvantages of this research). In this chapter, there is also the suggestion. Suggestion, consists of an implication that can be drawn both from the process and the research findings. These implications may be directed to subsequent research which may be either methodological or theoretical suggestions or those who may benefit from the results of the research.