

# CHAPTER I

## INTRODUCTION

There are some discussions contained in this chapter, such as Research Background, Statement Problem, Research Objective, Significant of Research, and Definition of Key Terms.

### 1.1 Background of Research

Nowadays, technological developments are increasingly sophisticated. Vlog has been common in internet. Vlog is a blog that contains video material, it means someone or a group who regularly posts videos and uploads them, and someone who makes the video it is called by vlogger Merriam Webster (2002) . Usually vlogger will posts videos that put themselves like a celebrity covered by infotainment and returned it to upload social video besides to the vlog that they manage, besides there are also some vloggers that make videos on a team by having certain topics such as science, humor, or sports even there are many tutorials like cooking, make up, and so on. Their post and upload it to social video sites like YouTube, Vimeo, Dailymotion, and others.

The most popular video-sharing site today is YouTube. It is one of many sites with a content management system that can manage video input, and allow users to manage their own video pages. Besides that, vlog offers a richer site experience compared to blogging in text form, because it combines video, sound, images, and text, increasing information content, and emotions, which are shared with the people other internet users. Such media makes its users more capable of exploring various new ways of communicating, where most users believe that video will produce a more natural expression than writing.

Communication in vlog practices socialization and interaction by two or more people in that vlog. Communication is a process to convey a message by the speaker

and receive a response from the interlocutor. (Plaza, 2005) Agree with their statement that “The communication is a process of social interaction of a verbal or non-verbal nature, with intentionality of transmission and that can influence, with and without intention, in the behavior of the people who are in the coverage of said emission.” By communicating, humans can fulfill their desires as social beings which are interconnected to express their thoughts, ideas, opinions, and work together.

Communication can work clearly if the speaker and the interlocutor can understand what they said. But, sometimes the speaker does not talk directly to the interlocutor or having implicit meaning so that the interlocutor must think to understand what the speaker says. There is a different way to deliver a message in communication, there are the speaker uses a code to convey a message and the interlocutor must interpret a message that will be inform to the receiver.

Furthermore, the communication can work smoothly if the speaker and the interlocutor can understand of their subject of communication. According to Plaza (2005), “Communication consists of two sides, there are formal and non-formal, formal communication is one that passes through predefined channels of communication throughout the organization. On the contrary, non-formal communication refers to the form of communication which flows in every direction, it moves freely in the organization.” In non-formal communication, there is a kind of utterance that can flows in every direction and moves freely called humor.

Humor is the way to communicate with the creativity for being funny. It is a social phenomenon because humor is a variety of language to communicate in the group to make a funny situation. According to Baldwin (2007), “humor is social instrument that offers a way to communicate with thoughts and ideas as well as enhance a relationship”. Generally, people can be happy or entertained by that situation. This is because many people are interested in that event so many media that provide the funniest thing or jokes in the event. The case above shows that many people feel comfortable when they communicate each other using jokes in their social interaction and it makes humorous for them.

Everyone has their ways to get some humor or funny things and has their own way of conveying his desires or feelings. Humor can be found in various places and various forms. This is what makes humor an interesting thing in society. In vlog many videos that create the funniest things by performing funny action or funny words even jokes. So, the audience can taste their entertainment as like as they wanted. They can feel entertained if they assumed that the vlog contains a joke that equivalent with themselves. Usually, in humor's vlog, several vloggers deliver their content implicitly. It is the speaker conveys a message which is far from what the words mean.

Implicit content in linguistic, is connected with pragmatic, which study about practical aspects of human action and thought. When the speaker talks about something and the interlocutor must be understood of what the speaker said. Because, in communication is not only just to say a word but also it has an implied meaning in what the speakers' said, and it indicates the meaning of speech act and suggesting something by saying other words, it is called implicit meaning. According to Larson (1984, pp. 34-37) states that "the implicit meaning is the meaning which is not shown but it is a part of the conversation or the intent to convey the speakers." Meanwhile, to understand the implicit meaning of a speech, semantic knowledge alone is not so adequate. In other words, the implicit meaning is not limited to what the speaker says but what people do not say. In humor many words that not deliver directly, but it is implied in that word that said, and what the meaning of words implied in the conversation it is called implicature. Many humors that deliver indirectly, they implied the humor in what they said. Usually, in humor's vlog, several vloggers deliver contain implicitly.

Connected with humor in vlog, this present study is going to analyze implicature in humor. Based on Thomas (1995), "when people talk to someone, they conveyed what they mean, but usually, they are implicit. As they try to convey something which far from what their words mean." This statement explains that implicature is the conversation which is conveyed by the implicit meaning. Therefore,

it is the reason why the researcher chooses implicature in humor as the subject to analyze.

The researcher will use conversation implicature analysis to analyze the problem of this research. The researcher is interested in recognizing the object of CollegeHumor channel on YouTube. Because the object is the channel on YouTube that contains of humor and a lot of their videos contain about implicature in that conversation that the researcher needs to analyze.

There are some previous studies done in this field, the first previous study was researched in 2012 by Anna Šmilauerová, with the title "TV Sitcom Friends: Analysis of Character Humor Strategies based on The Violation of Grice's Conversational Maxims". It focused on analyzing several episodes of the American television sitcom Friends, focusing primarily on the means of humor making of two characters. The result of this research is the reader know many humor techniques, that selected for analysis such humorous situations which emerge from the violation of Grice's Cooperative Principle and find out there is any correlation between the particular strategies of humor making and the character's personality traits.

The second research has been done by Rosyid Eko Pranoto in 2013, the title of the analysis is "Implicature Analysis in Maher Zain's Song Lyrics on "Forgive Me" Album". It focuses on analyzing the implicature of song lyrics. This research used the theory of Grice (1975) about conversational implicature. The result is the song lyrics are very strong and have a deep meaning as an utterance and it gives the information of what the behind the meaning of this song lyrics.

Next, the study was conducted by Yunita Nugraheni with the title "Movie Script Analysis implicature In Harry Potter and The Goblet of Fire" in 2010. In this study, the writer describes that in communicating a person is required to always adhere to the principle of conversational fluency in communicating that may occur. In this case, the authors use Grice's conversational principle known as cooperative Principle.

The last research has been done by Pujiyati Rohmah in 2016 from Islamic state University of Sunan Gunung Djati Bandung with the title “Conversational Implicature in Action and Romantic Movie Script Entitled G.I Joe and The Vow.” It focused on analyzing the conversational implicature in both movie scripts to see the difference that appears in both of that movie genre and the researcher used theory cooperative principle of Grice (1975). The results of this research are to make understand easier in conversational implicature in the film and will know more things that this movie has differences in the conversation.

The differences between previous research above and this research are the analysis of the object and the problem of this research. Although one of the problems in this research and previous research is the same that analyze the conversation, this research analyzes the implicature in humor as the main topic. The researcher will analyze the types of implicature and the meaning in humor that implied that utter by the speakers on the vlog channel YouTube. The researcher uses Grice, Thomas and the other linguists about the theory of conversation implicature in humor.

*CollegeHumor* vlog is the channel on YouTube which has 13 million subscribers in this time, and it can be increased continually and this channel also has many viewers which achieved until 4 million. Besides that, this channel is not only available on YouTube channel but also in Dropout.tv. It is launching for an ad-free, mixed-media subscription service that includes original series, animation, comics, and others content. And also this channel is one of the most popular comedy sites on the web, and have winning sketches, animations, music videos, and web series. The other reason why the researcher choose this channel, because there are many implicatures of humor that can be found in this channel, and the humor in this channel appeared from the critics and delivered with funny's satires that create with the implied meaning that humor.

## 1.2 Research Questions

Based on the background above, the problem of this research is about implicature in humor used in College Humor's vlog, the writer wants to limit the problem of this study by presenting the problems as follows:

1. What are the types of implicature in *CollegeHumor's* vlog?
2. What are the kinds of humor implicated in *CollegeHumor's* vlog?
3. What are the types of conversational maxim violated by the implicature in *CollegeHumor's* vlog?

## 1.3 Research Objective

According to the background problems above, the writer identifies the purposes as follows:

1. To identify the types of implicature humor that implicitly in *CollegeHumor's* vlog.
2. To find out the intended meaning behind the speakers of *CollegeHumor's* vlog.
3. To analyze flouting maxims that the speakers utter implicitly in *CollegeHumor's* vlog.

## 1.4 Research Significance

Theoretically, this study is aimed to enrich comprehensions of implicature, especially in humorous ways in relation of conversation and its context and to make easier in interpreting the meaning of language and to avoid miscommunication caused by the implicit meaning in language and cultural difference. So, the communication can run smoothly.

Practically, for the readers this research expect give information to use of language, and to make them know how the characteristic of humor in the video use implicature in delivering their critiques, aspirations, and other information. For the students of the study program of English Language and Literature, the result of this research can be used as a reference to improve their understanding about implicature, especially in humorous ways. The last, for the other researchers, this research give information about implicature for those who intend to continue this research by adding some evidences related to implicature.

## **1.5 Definition of Key Terms**

In definition of key terms, the researcher provides the explanation that related to the key terms used in this research:

### **1. Implicature**

The word of implicature in this research is the first systematically study cases in which speaker meaning is the act of meaning or implying something by saying and fold to the something else. Originally, Grice (1975), said that “implicature is an attempt the speaker in conveyed what they mean and what the hearer gets what is said.”

### **2. Conversational implicature**

The term of conversational implicature in this research is the way to understand what the utterance in conversation with what expect to hear. Grice divided into two types, there are: 1) Generalized implicature, 2) Particularized implicature. In

generalized implicature, the utterance do not have particular contexts to decide the meaning. On the other hand, in particularized implicature the utterance have inferences to require what the speaker conveyed in conversation meaning. Levinson (2000, p. 15) “Something which is implied in the conversation that left implicit in actual language, it can be distinguish between what a speaker said actually in words or sentences, and what a speaker implicates by saying the words.”

### **3. Humor**

Definition of humor in this research is one model of social instrument that offers a way to communicate with thoughts and ideas as well as enhance a relationship. In social interaction today, many people feel comfortable when they communicate each other using jokes and it is humorous for them. And they feel happy with that situation. According Raskin (2008, p. 361), “Humorous utterance is a form of communication that is usually shared in social interaction and usually used in an informal situation and can be happened in conversation or just talk indirectly speech.”

### **4. Conversational maxims**

The term of conversational maxims in this case is the speaker and the interlocutor can communicate well if they can obey to all maxims of cooperative principle, that a conversational maxim is a part of cooperative principle. The speaker usually tries to fulfill the term of conversational maxims which consists of four maxims. These maxims are expressed by the speaker so that they make a contribution in conversation.