

ABSTRACT

ADHITIA RIZKY (2021). 1175030003. *The Non-Observance of Grice's Maxim to Create Humor in The Laughter 4 Health's Channel Video "Learning English Through Comedy."* Bandung: State Islamic University Sunan Gunung Djati.

This study aims to analyze the non-observance of Grice's cooperative principle and their implicature to create the humorous effect collected from YouTube. The research subjects used were the conversation from *The Laughter 4 Health channel* entitled *Learning English Through Comedy*. The data obtained from the video are the conversation converted to text based on the purposive sampling technique. The paper research method used a qualitative descriptive approach. Qualitative approach is descriptive in that the researcher is interested in the process, meaning, and understanding gained through words or pictures. Total of 25 scenes from the video, the non-observance of Grice's maxim occurs thirty-five times. To answer the research questions, this study used pragmatics which is focused on Grice's cooperative principle. To find the humorous effect from the non-observance, the writer use Raskin humor theory. The study results show that from 25 scenes, the maxim violated occur eighteen times and the maxim flouted occur seventeen times, which creates additional meaning and the implicit joke meaning. Therefore, the non-observance of Grice's maxims to create humor is the way that mental stimulus that is given without pay attention to the maxims in another mode of communication. Implicature of humor will be decided easily since the context of flouting and violating are to appear the fun effect.

Keyword: pragmatics, the non-observance of Grice's cooperative principle, humor

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Penelitian ini bertujuan untuk menganalisis ketidakpatuhan prinsip kerja sama Grice dan implikaturanya dalam menciptakan efek humor yang dikumpulkan dari YouTube. Subjek penelitian yang digunakan adalah percakapan dari channel The Laughter 4 Health berjudul *Learning English Through Comedy*. Data yang diperoleh dari video adalah percakapan yang diubah menjadi teks berdasarkan teknik purposive sampling. Metode penelitian makalah menggunakan pendekatan deskriptif kualitatif. Pendekatan kualitatif bersifat deskriptif karena peneliti tertarik pada proses, makna, dan pemahaman yang diperoleh melalui kata-kata atau gambar. Dari total 25 adegan dalam video, pelanggaran terhadap maksim Grice terjadi sebanyak tiga puluh lima kali. Untuk menjawab pertanyaan penelitian, penelitian ini menggunakan pragmatik yang berfokus pada prinsip kerja sama Grice. Untuk mencari efek humor dari ketidaktaatan, penulis menggunakan teori humor Raskin. Hasil penelitian menunjukkan bahwa dari 25 adegan, pelanggaran maksim terjadi delapan belas kali dan pelanggaran maksim terjadi tujuh belas kali, sehingga menimbulkan makna tambahan dan makna lelucon tersirat. Sehingga, ketidakpatuhan Grice maksim untuk menciptakan humor adalah jalan mental stimulus diberikan tanpa memperhatikan maksim dalam model komunikasi yang lain. Implikatur humor akan mudah ditentukan semenjak kontek ketidakpatuhan untuk memunculkan efek lucu.

Kata kunci: Pragmatik, Prinsip Kerjasama, Humor