CHAPTER I

INTRODUCTION

As an introduction to this research, this chapter contains five subchapters, they are the statement of problems, research objectives, research significance, previous studies, and definitions of key terms.

1.1 Background of The Research

Problems of life and competitive environments in the workplace motivate people to work hard, discipline themselves, and live with worries. It is therefore necessary to incorporate humor into our daily lives in order to provide entertainment and relaxation. Lippman and Dunn (2000) define humor is anything that can increase stimulation and led to feelings of pleasure and comfort. On the other hand, Arwah Setiawan (in Rahmanadji, 2007, p.216) states that humor is a feeling or symptom that stimulates people to laugh. This could be a sense or awareness within people (sense of humor) or creations that originate either from within or from outside of the individuals.

Humor has become an important component of the spectrum of literary works as well as an inherent feature of everyday human interactions (Spanakaki, 2007). According to O'Hara (2016), Comedy is more than just a fun way to pass the night, humor is more than something to entertain. They are woven into the fabric of our

daily existence. Like when someone is sharing a funny story at a restaurant, making a self-deprecating joke or telling a dark joke at a funeral, humor is everywhere.

Today, as technology advances, it is common for people to express their emotions or ideas through a variety of media. The use of humor can be one of the examples. Humor can be found in any way, included in a situation comedy (also known as sitcom). According to Merriam-Webster dictionary, sitcom has the definition as a radio or television comedy series that involves a continuing cast of characters in a succession of episodes. Characters that deal with a variety of hilarious situations are the main subject of situation comedy. It takes several factors to cause laughter, including sarcastic or demeaning words, strange body movements, spontaneous actions, clothing, and an environment conducive to humor in situation comedy.

There are many television shows that feature situation comedy, such as The Comment, Comedy Night Live, The Office, Friends, and others. Apart from being accessible via television and radio, situation comedy is now easy to find in everywhere. There is a platform that has developed rapidly named podcasts. According to Jham et al (2008), Podcasts are media files that can be distributed over the internet and played on computers and handheld devices, including mobile phones or other digital audio players. This revival of podcasts cannot be separated from the audience's changing lifestyle, which is becoming more dynamic and demanding of flexibility. Podcasts can be listened to regardless of time and place. It can be listened to not only when you have free time, but also while doing other things. Podcasts can be played while cleaning the house or cooking, even working

and studying; Its digital form makes podcasts possible for the audience to multitask. Podcast content has a wide variety of genres, from health podcasts to comedy podcasts, one of them is sitcom.

In podcast sitcoms, language plays an important role in producing humor. As Shade (1996) states, relying on language to achieve a humorous effect is referred to as verbal humor. Hence, podcast situation comedy belongs to the category of verbal humor. It means throughout the podcasts; the actors do not display their visual forms in order to deliver humor. Although the audience may not be aware of the setting, the costumes, or the actions of the characters when the humor is performed, they are still able to perceive the funny atmosphere.

Considering the above narrative, the situation comedy in podcast contains no visual elements to accompany its humor, so what is needed is an analysis of the language used to produce the humor. The "general theory of verbal humor" (GTVH) is a suitable method for analyzing that. Attardo and Raskin proposed the GTVH in their 1991 article, *Script Theory Revisited: Joke Similarity and Joke Representation Model*. Further study in the role of language in verbal humor is important, as Goldstein (1990) wrote in his journal, "the study of verbal humor forces us to broaden our perspective on language and leads to important discoveries about it".

GTVH uses linguistic theory that encompasses a wide range of linguistic areas, including, notably, textual linguistics, narrativity theory, and pragmatics (Salvatore Attardo, 1994b). Levinson (1983) and Sinclair (1992) describe

pragmatic analysis as the study of the basic understanding of the utterance expressed by speakers in relation to the context. As Fitriani, Nasir, and Fonna (2020, p.49) said, "It is important to understand the utterances in a sitcom well in order to understand its humorous occurrences". It is here that pragmatics plays a role in this research. Besides that, the broadenings of linguistics theory in GTVH are achieved by the introduction of five additional Knowledge Resources (KRs) that must be tapped into when generating humor. The KRs consist of the script opposition (SO), the logical mechanism (LM), the target (TA), the narrative strategy (NS), the language (LA), and the situation (SI).

In order to analyze the verbal humor in situation comedy podcast, the researcher chose 'Wooden Overcoats' podcast as the object of the research. Researcher chose the podcast for a particular reason. There have been several awards won by the podcast 'Wooden Overcoats', including two Audioverse Awards in 2016 for 'Best Original Long Form Cast' in a comedy production and also 'Best Actor in a Leading Role' for Felix Trench. The podcast won a Silver Award at the 2017 British Podcast Awards for Best Fiction Podcast and five nominations for Best Audio Technique, Best Original Composition, Best Production, Best Writing, and Best Ensemble Performance at the 2018 Audioverse Awards. 'Wooden Overcoats' has received those awards demonstrating its high podcast quality and its use of verbal humor.

For the purpose of this research, the researcher needs to take into consideration some previous studies. The first was carried out by Pramita (2021) in her journal entitled *Language and Humor in The Big Bang Theory: Textual*

Analysis. This study used qualitative method to analysis the data. The data are taken from the tv series named The Big Bang Theory. This research examines the vocabulary and comedy used in the American television sitcom The Big Bang Theory. The focus of this study are the role and tendency of language style in dialogue might be used to construct a tale that can captivate a large number of viewers. The result of this study shows that The Big Bang Theory is nicely packed with hyperbolic and sarcastic language style, mood, and diction.

The second was carried out by Mulyadi, Yusuf, and Siregar (2021) in their journal entitled *Verbal Humor in Selected Indonesian Stand Up Comedian's Discourse: Semantic Analysis Using GTVH*. This study used content analysis as the as the research design. The data are taken from five selected audio-video recording of SUC of Dodit Mulyanto in SUCI 4 program. Mulyadi, Yusuf, and Rumnasari found 29 data. The data were analyzed using the "general theory of verbal humor" (GTVH). The result shows that there are several logical mechanisms used in the data, including faulty analogy, fallacious reasoning, ludicrous neologism/interpretation, and word repetition.

The third was carried out by Silvia Wananda, Rangkuti, and Yusuf (2021) in their journal entitled *A Linguistic Analysis of Verbal Humor Found in The Transcription of Animated TV Series Gravity Falls*. The focus of this study are the verbal perceptions of humor that found in the transcription on the animated tv series named Gravity Falls. This study used descriptive qualitative method and the six Knowledge Resources (KR) in the "general theory of verbal humor" (GTVH) as the basis theory to analyze the data. The result shows that Wananda, Rangkuti, and

Yusuf found 29 linguistic humors in the tv series named Gravity Falls, which are classified into 9 of the 12 types of verbal humor.

The previous studies above indicated problems that seem to be comparable to this research since the researcher is particularly interested in analyzing verbal humor. Nonetheless, this research has differences from the previous studies above. Unlike the two previous studies that focused on analyzing verbal humor in television series and stand-up comedy. This research aims to analyze the verbal humor in the sitcom podcast entitled 'Wooden Overcoats'. Moreover, in contrast to Pramita's study, which focused on the role and tendency of language style in humor, this research is focused on analyzing the types and the use of verbal humor to generate humorous effect. The theories which are used in this research are the GTVH by Attardo and Raskin and the verbal humor theory by Shade.

Related to the above narrative, the title chosen by the researcher is "*The Analysis of Verbal Humor in Situation Comedy Podcast 'Wooden Overcoats' Season 1*".

1.2 Statement of Problems

The object selected for this study presents a number of problems. The actors' expressions during a comedy are one of the most important factors that make a comedy funny. Several other factors that we can observe firsthand are: how the actors express themselves during the comedy, the clothing they wear, the movement of the actors during the comedy, the supportive environment in which the comedy takes place, and many other factors. The researcher, however, chose a comedy

broadcast in digital audio form in which none of the supporting factors that have been mentioned are included. The sitcom podcast selected by the researcher falls under the category of verbal humor, where the power of language is necessary to create a humorous atmosphere. Throughout the podcast, the actors do not display their visual forms in order to deliver humor. In spite of that, this podcast is still capable of generating a humorous effect and making the audience laugh with its sense of humor.

In relation to the problems that has been presented above, two formulations are formulated as follows:

1. What types of verbal humor are found in the dialogues in 'Wooden Overcoats' situation comedy podcast season 1?

2. How are this verbal humor used to generate humorous effect in the dialogues in 'Wooden Overcoats' situation comedy podcast season 1?

1.3   Research Objectives

From the formulations of the research that have been formulated, the objectives of this research are:

1. To identify types of verbal humor found in the dialogues in 'Wooden Overcoats' situation comedy podcast season 1.

2. To find out how the types of verbal humor found in the dialogues in 'Wooden Overcoats' situation comedy podcast season 1 are used to generate humorous effect.

1.4   Research Significance

The result of this research will be the contribution of some new knowledge and insights to several parties in two ways,

1.   Theoretical Significance

The research theoretically is expected to serve as an additional source of information for future researchers in the field of analyzing humor using the "general theory of verbal humor" (GTVH). As a result of reading this research, the reader is also expected to realize that humor is a complex phenomenon, and humor deserves a greater level of appreciation. Additionally, this research isintended to contribute to readers' understanding of verbal humor and the "general theory of verbal humor" (GTVH).

2.   Practical Significance

As a practical matter, this research provides more references for English students, especially those majoring in English Literature. Additionally, the researcher hopes that this research will inspire language teachers to use humor in their classrooms to make the class more engaging. Furthermore, the researcher hopes that, after understanding the types of humor, teachers will be better equipped to employ verbal humor in the classroom, specifically concerning which types of humor are appropriate to use.

1.5   Definition of Key Terms

The following are key terms that were used in this research. Some definitions are provided to give the reader a general understanding of the key terms. Here are the definitions of the key terms:

1. Podcast

   Podcast is an audio file that is made available on the internet. According to Jham et al (2008) Podcasts are media files that can be distributed over the internet and played on computers and handheld devices, including mobile phones or other digital audio players. Podcast often found on iTunes and Spotify but are sometimes hosted on websites.

2. Situation Comedy

   Situation comedy is a show that revolve on the same recurrent characters, portrayed by the same actors, in the same setting (Yoon, 2019). Typically, sitcoms last between 30 to 40 minutes.

3. Verbal Humor

   According to Shade (1996), Verbal humor is a type of humor that relies on the use of language to convey humor. The use of verbal humor combines the sounds of words, play on words, and our knowledge of words to create humorous situations and interactions.

4. Pragmatics

   Pragmatics is a branch of linguistics that deals with the use of language in social contexts and the way people generate and understand meaning through language. In short, Pragmatics is the study of the speaker

meaning.Yule (2017, p.250) defines pragmatics as the study of "invisible" meaning, or how people recognize what is speaker meant even when it is not actually said or written.

5. General Theory of Verbal Humor (GTVH)

GTVH is a comprehensive theory of humor that incorporates six Knowledge Resources (KRs), including script opposition. As stated by Attardo & Raskin and Damanik & Mulyadi (Mulyadi et al., 2021), the GTVH provides an overview of the joke concept by illustrating all aspects of joke representation.