

CHAPTER I

INTRODUCTION

This chapter consists of five sub-chapters, including background of research, statement of problems, research objectives, research significance, and clarification of key terms.

1.1. Background of the Research

Humor is a situation that triggers someone to laugh because it contains funny things. The word humor came to be seen as a talent involving the ability to create humorous situations to make others laugh (Ibraheem, 2015). Humor is the ability to express and understand funny things so that it produces joy for the speaker and listener. Hence, by having the ability to amuse, humor can create humorous situations (Amianna & Putranti, 2017). Humor can be found in direct speech, writing, even through pictures or videos. One of the humor products is stand up comedy. Nowadays, stand up comedy is a popular humor product broadcast on television and YouTube channels. Even in Indonesia, stand up comedy competitions are often held, such as SUCA (Stand Up Comedy Academy). Stand up comedy is a humorous product that is performed singly by delivering it standing in front of the audience.

In stand up comedy, to create humorous situations, comics are required to have the ability to play with words and sentences because what they say must produce laughter from the audience. To create the humor, comics will do anything to invite laughter from the audience, such as making exaggerated statements and even dishonest statements that are often said to make the audience laugh. However, this speech deviates from Grice's language rules. As a lecturer in the philosophy of language in England, Herbert Paul Grice (1975) said, speakers should prioritize good principle in speaking, which are called Cooperative principle. Hence, this research will adapt to the Grice's theory about cooperative principle to get know the violating the maxim in cooperative itself.

In the cooperative principle, what the speaker conveys must be understood by the listener, so that the listener can understand the meaning conveyed by the speaker. “make your contribution as informative as is required.... do not make your contribution more informative than is required” (Grice, 1975). The cooperative principle requires speakers to speak effectively without creating ambiguity between speakers and listeners, because if it creates ambiguity, then language becomes useless here because language really has to produce meaning, both explicitly and implicitly. To produce this meaning, speakers in conversation are advised to speak cooperatively. In the cooperative principle there are four maxims that can produce good communication. The four maxims are Quantity, Quality, Relevance and Manner. If the speaker speaks not fulfills a certain maxim, then a maxim is violated.

It is not uncommon for a speech in to violate the four maxims of the cooperative principle, resulting in ambiguity, communication gaps and the message conveyed will not be well received by the listener. However, in certain situations violation of this maxim is necessary for a purpose. Just like in stand up comedy. In stand-up comedy, comics cannot be separated from violations of the principle of cooperation because this is one of the elements in building humor. To create this humor, comics will do anything to invite laughter from the audience, such as making exaggerated statements and even dishonest statements that are often said to make the audience laugh. Thus in this case, the maxims are violated to produce humor.

Not everyone has the same style in conveying humorous speech. In this study, differences will be categorized by gender differences. Women and men differed in terms of humor seemed to rest on stereotypes and androcentric ideas about what was funny (Holmes & Schnurr, 2014).

The example of this is that men and women differ in language to create humorous situations even though both still violate the maxim. Below are the examples of the differences between man and woman in humor:

Example 1

Man's language in humor: *Marry Someone Who Hates The Same Things As You*-
Dustin Nickerson

"I used to think it was hilarious to write on my wife's grocery list butt cream, because that was this hilarious imaginary thing. I made it up when I was 19. And now I'm in my 30s, and I still write butt cream, but not ironically. I write butt cream and in parentheses, I put extra strength".

The speaker tells about how he imagined he would buy butt cream and wrote it on his shopping list, this actually happened after he got married, he even wrote extra strength. This creates a humorous situation by violating the maxim of quantity because the speaker provides information as if it is exaggerated to achieve a humorous situation.

Example 2

Woman's language in humor: *The Worst Part Of Getting Married Is The Wedding*-Isabel Hagen

"It's like, I'll get to go to so many weddings, so I'll get to see what I want for my wedding and what I don't want. And then I realized what I don't want is a wedding. I thought about it. I want to be married one day, I just don't want to get married. I don't want a wedding. It's too much pressure on one day, too many things could go wrong".

The speaker tells about herself often attending other people's weddings. After attending other people's weddings too often, she felt that the thing she didn't want was her own wedding. The way the speaker conveys the information appears to be unclear, the speaker has said that she does not want a "wedding". If the speech only ends there then the audience assumes that the speaker does not want to get married, but in reality, after the speaker adds the next words, the audience realizes that what the speaker doesn't want is the wedding, which doesn't mean she doesn't want to get married. Therefore, the speaker has violated the maxim of manner.

From these two examples of case, it can be seen that man is shorter in his words to create humorous situations, while woman is more wordy. Apart from that, man tend to create humor which contains visual humor or related to the situation, while woman create humor more on the verbal aspect.

This research will apply to several concept theories. They are the theory of incongruity, superiority and relief theory of humor. Then last one, this research will

adapts to Lakoff's theory about the language of men and women for analysing the differences in humor language.

The previous reading about violating the maxim is from Jena & Adventina (2017) which discusses "Humorous Situations Created by Violations and Floutings of Conversational Maxims in a Situation Comedy Entitled How I Met Your Mother". In this research, a humorous situation occurs when the listener receives speech that is not appropriate to the situation, meaning that the maxim is violated resulting in a humorous situation. Apart from that, this research also relates to the theory of incongruity humor which links two conflicting situations.

The next previous research from Ahmad & Alfin (2019) which discusses "Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand-up Comedy Indonesia Season 4". This research analyzes speakers' utterances which are categorized as humorous speech, then groups them according to the type of maxim that is violated. In this study, researchers focused on categorizing the types of maxims that were violated. Researchers also revealed that maxim violations were carried out only for entertainment or to invite laughter from the audience, not for any other purpose.

Then, other previous research from Hameed (2020) which discusses "Violation of Grice's maxims and humorous implicatures in the Arabic comedy Madrasat Al-Mushaghbeen". In this study, maxims were violated because the habits of the speaking community tended to be inconsistent with the behavior and culture of the interlocutors concerned. The object of this research is Arabic language drama. The research states that the following are violations of the Grice's maxims, including excessive rhetorical strategies and personification, the use of misleading conventional coded expressions, incompatibility of concepts/ideas in conversation, and violations of communication norms.

The last previous research from Rizal (2016) which discussed "An Analysis of Grice's Maxim Violation in Daily Conversation". In this research, maxims were violated unintentionally due to cultural factors related to habits carried out when speaking daily with other people, therefore the maxims were violated under the

speaker's awareness because it was stated that the speaker who violated the maxims had knowledge of the maxims.

This research will be different from previous studies, because usually the analysis of the cooperative principle is carried out through objects involving two or more people talking to each other. In this research, the objects that will be taken are several selected episodes of stand up comedy on the Dry Bar Comedy YouTube channel, which means it does not involve people talking to each other (only monologues). Even though there are studies that use the same type of object, using stand up comedy as the object, the data taken is different. This research will also be linked to the study of language and gender because researchers will analyze the differences in men's and women's language in violating Grice's maxims to create humor, thus will be something new from previous studies.

1.2.Statement of Problem

Speech that does not comply with Grice's cooperative principle is often used in stand-up comedy. Words that are ambiguous, excessive or even lacking can create a humorous situation for listeners. The difference between men's and women's humorous speech cannot be separated from the violation of the cooperative principle.

From the background in this research above, the researcher formulates that there are three questions that will be the main focus on this research, as follow:

1. What maxim are violated to create the humorous situation spoken by men and women?
2. How does violation of maxim in men's and women's language create humor?
3. What are the differences between men's and women's language use in creating humor by violating the maxim in Dry Bar Comedy?

1.3.Research Objectives

Based on the formulation of the research questions above, the researcher is intended:

1. To identify what types of maxim are violated by the speaker, thereby creating a humorous situation in their speech.
2. To find out the humor that produced by violation the maxim in men's and women's language
3. To examine the differences between men's and women's language in humor.

1.4. Research Significance

The researcher hopes that the results of this study will be useful theoretically as well as practically.

Theoretically, it is hoped that the results of this research will provide additional knowledge from the study of sociopragmatics and contribute to thinking about violations of the cooperative principle by Grice which create humorous situations.

Practically, the results of this research can be a reference for further research from pragmatics studies in the context of the cooperative principle being violated and from sociolinguistic studies in the context of language and gender. It is also hoped that this research can provide information for readers regarding speech that does not comply with the rules and can also be useful, because it reveals the intentions of speakers who violate the principle of cooperation, that there are benefits in it depending on the contexts.

1.5. Clarification of Key Terms

Cooperative principle is a principle of communication initiated by Grice. According to Grice, good communication is communication that prioritizes principles. That principle is the cooperative principle. Grice (1975) states the Cooperative Principle as follows: "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of talk exchange in which you are engaged." (Herawati, 2013). There are four maxims in cooperative principle; maxim of quality, maxim quantity, maxim of relevance and maxim of manner.

Violating the maxim is one of the non-observance maxim. Violating the maxim in conversation is usually done by speakers to achieve their goals in speaking. Violating a maxim, on the other hand, is a situation when a speaker fails to obey a conversational maxim in order that to intentionally generate misleading implicature in a conversation (Al-Zubeiry, 2020).

Men's and women's language are different. The differences between male and female language can occur due to societal influences (Dinata et al., 2023). According to Lakoff, a woman will be criticized if she does not speak like a "lady" because it is considered unfeminine. (Adnyani, 2014). While males are more concerned with power, they desire to be leaders, males speak directly and take transferring information as the first thing (Gu, 2013).

Humor is something that invites laughter and joy. Humor is also the ability to express and understand things that are funny and produce laughter. The word humor came to be seen as a talent involving the ability to create humorous situations to make others laugh (Ibraheem, 2015).

Dry bar comedy is one of the stand up comedy shows broadcast on the YouTube platform. Stand up comedy itself is a way of delivering humorous material by standing in front of an audience. Dry bar comedy shows stand up comedy featuring many different comics from each episodes.