

CHAPTER ONE

INTRODUCTION

BACKGROUND OF THE STUDY

Generally, most people like to see something that can make them smile and laugh. Henri Bergson suggests that laughter evolved to make social life possible for human beings. Bergson (25) also says that when people laugh, it means that they also feel joyful in their heart; they will find it easier to socialize with others and give a positive effect to pass through the day. Charles Darwin (207) claims that "Joy, when intense, leads to various purposeless movements: to dancing about, clapping the hands, stamping etc., and to loud laughter." The quotation shows that laughter can give positive effects on people's health. It is said that laughter may help people strengthen their immune system, boost their energy, diminish pain and protect them from damaging effects of stress.

Nowadays, there can be many things that can make people laugh, such

as riddles, stand up comedies, variety shows and jokes. Yet, the most familiar subject commonly known is joke. Joke is the priceless medicine which is fun, free, and easy to use. No wonder many people love to read and tell jokes.

Since a long time ago, jokes have played an important role in entertaining many people. According to history, jokes have existed since the ancient Greek time. This proves that basically, people need jokes in their daily lives. By definition, joke is "something that you say or do to make people laugh" ("Joke"). Basically, when someone says something to others, it means that he/she produces a conversation with others, whereas having a conversation means that he/she deals with language which is related to communication between people. Therefore, language and communication play important roles in people's life.

Language is undoubtedly essential for interactions. Language is a form of communication that humans use (Crane, Edward, and Randal 10), while communication is a process of transmitting information to the receiver from the sender who has a source before fulfilling his/her goal (Crane, Edward and Randal 3). In a conversation, there are always a speaker, a hearer and of course the utterance produced by the speaker.

Sometimes, in a conversation with others, someone speaks more than what he/she actually wants to say. Thus, he/she has a hidden or additional meaning that lies in the utterance which sometimes the hearer is not aware of. In Pragmatics, this hidden or additional meaning is called *implicature*.

In this thesis, jokes were chosen to be analyzed because jokes are the general subject in humor which is liked and known and also easy to perceive.

Moreover, jokes were chosen to be analyzed because they often deal with an implicature or hidden meaning that lies in the utterances of the conversation. Apart from that, the analysis attempts to reveal something important about jokes, which is how the jokes can become funny and can make people laugh.

The jokes were analyzed by using the Maxim theory proposed by Herbert Paul Grice and its relation to the Script Incongruity theory by Victor Raskin. The Maxim theory belongs to Pragmatics. "Maxim is a set of norms which language users adhere to in order to uphold the effectiveness and efficiency of communication" (Hatim and Mason 242). Those four maxims are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. When a speaker fails to observe the maxims, the failure is called the *non-observance of the maxims*. In other words, the non-observance of the Maxim happens when the speaker fails to obey the Maxim's principles.

The Script Incongruity theory is also needed to support this analysis because humor and incongruity appear to be constant bedfellows, for at the heart of every joke one can point to some degree of absurdity, illogicality or violation of expectation. Therefore, this Incongruity theory may help people to know and understand clearly the climax point of how the jokes can make people laugh. By using this Pragmatics approach, the analysis can answer the research questions about how and why jokes are analyzed because Pragmatics is used to discuss the hidden meaning that lies within the words in the text. That is why Pragmatics theories are appropriate to analyze the joke.

This thesis is significant for the readers because after reading it they will know more about the detailed reason for the joke to be said funny. This thesis is expected to make people aware that there is a hidden meaning inside every joke and that a joke contains a concept or script which makes it funny. Certainly, people's awareness will be resulted from the pragmatic analysis of the jokes.

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STATEMENT OF THE PROBLEM

In this thesis the research problem is formulated in the following questions:

1. In which part of the joke in the research data is the maxim unobserved?
2. What maxim is unobserved?
3. In terms of Raskin's Incongruity theory, what makes the joke funny?

PURPOSE OF THE STUDY

The statement of the problem leads to the purpose of the study:

1. to show the part of the joke in the research data containing the unobserved maxim.
2. to show the kind of maxim that is unobserved.
3. to show the things that make the joke funny in terms of Raskin's Incongruity theory.

METHOD OF RESEARCH

The research began by searching the Internet for some jokes and selecting the ones qualified to be the research data. Afterwards, the theories needed to analyze the data were prepared, including the theories of maxim

and Raskin's incongruity theory. In addition, some more information from the Internet was used to support the analysis. Finally, after the data analysis was done, the research report was written.

ORGANIZATION OF THE THESIS

This thesis is divided into four chapters. The first chapter is the Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. After that, Chapter Two, the Theoretical Framework, provides the information about all the theories used to analyze the data. The third chapter contains the analysis of the research data. The last chapter, Chapter Four, presents the conclusion and my personal opinion of the analysis result. The thesis ends with the Bibliography and the Appendices.