CHAPTER ONE

INTRODUCTION

Background of the Study

People are social beings; therefore, it is important for them to communicate with others. People can use conversation as one of the many ways to communicate. By means of conversation, people can exchange their ideas, show their feelings, get more information, make time-efficiency, etc.

In the process of conversation, people often break the Gricean conversational maxims as they do not want to express their feelings directly. Therefore, they break the maxims and generate an implicature to express their feelings towards something or someone and hope that the hearer or their partner in the conversation can get what they want to imply (Thomas 65).

There is a study on the speaker's meaning in linguistics called Pragmatics. In Pragmatics there is a study that focuses on implicature called conversational implicature. The study of conversational implicature is about the study of how the speaker fails to observe the maxims and can create the implicature in their utterance to be understood by the hearer (58).

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The implied meaning in the conversation is sometimes hard to guess, because the implied meaning that the speaker creates from breaking the maxims has a deeper meaning that can be understood by the hearer through their experiences or understanding. Humour occurs because of the wrong interpretation by the hearer (McGhee & Goldstein 40).

Misinterpretation in conversation can lead a normal conversation to a humourous one. Humour occurs in a conversation because the hearer has a wrong interpretation about what the speaker says, and the answer or response that the hearer gives is the trigger for the joke to occur. Thus, humour occurs because of the misinterpretation of the hearer towards the speaker's utterance. The misinterpretation can occur deliberately, and it does not depend on the purpose of the conversation or the hearer's intention by giving the response.

This topic is chosen because humour prevails in daily activities in the world; besides, humour plays an important role in our lives. I take conversational jokes as my data because it is easy for someone to encounter this kind of jokes. Actually, one can meet this kind of jokes easily almost every day in their lives. People from different nations or ages love jokes because they can make them laugh.

Even though many people love jokes, not all of them can understand certain kinds of jokes. The humour in a conversation sometimes is hard to understand due to one's lack of experience or knowledge to understand the implicature that will trigger the humour itself. Sometimes, people fail to understand the joke because they do not understand the implicature within the conversation that triggers the humour.

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I hope this topic can make the readers understand how implicature is created in a conversation. In addition, I want to show how the implicature works as the core of the joke itself as it relies its funny element on the conversational implicature. The significance of my thesis is that readers can get some new insight regarding conversational implicature and humour that lies within jokes. Hopefully, it can make the readers understand more about jokes in conversation.

This topic belongs to the area of linguistics called Pragmatics, and is specifically concerned with conversational implicatures. The theory that will be used for this thesis is the Gricean theory, which includes maxims and the conversational implicature, as well as Raskin's theory about script incongruity. Those theories that I choose are considered to be the most appropriate for the analysis of conversational jokes. Specifically, the theories that I use for my analysis are Grice's theory which explains about implicature within conversation, whereas Raskin's script incongruity theory completes the explanation of the jokes.

The data source is taken from *For Him Magazine Indonesia*. To be more specific, the data are taken from "Access, Jokes Make People Laugh Contekan Anda Agar Disukai Orang!" inside *For Him Magazine Indonesia*. The reason why I choose this data source is because some of the jokes that are submitted by the readers rely their funny elements on the implicature as a result of breaking the Gricean's conversational maxims. In addition, it can be further analyzed by using Raskin's script incongruity theory.   (703 words)

Statement of the Problem

These are three statements of the problem in this thesis.

1. What kinds of non-observance of the maxims are used in the jokes?

2. What is the implicature used in the jokes?

3. How does the script incongruity theory help the jokes become funny?

Purpose of the Study

These are three purposes of my study in this thesis.

1. Identify the kinds of non-observance of the maxims used in the jokes.

2. Find out the implicature used in the jokes.

3. Explain how the script incongruity theory helps the jokes become funny.

Method of Research

The first step that I took was deciding what kind of analysis that I would make. The second step was collecting all the data for my analysis, more specifically the data about jokes in *For Him Magazine Indonesia*. The third step was collecting and sorting out the theories that are suitable for my analysis. Then, I began my analysis of the data that I had gathered by using the most suitable theories that I had found. The last step was writing my thesis.

Organization of the Thesis

There are four chapters in this thesis and they are preceded by Table of Contents and Abstract. The first chapter is the Introduction, consisting of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. The second chapter is the Theoretical Framework, consisting of the theories used in this thesis. The third

chapter is the data analysis. The last chapter is Conclusion, including my comments, opinions, and suggestions. Bibliography and Appendix are placed at the end of this thesis.

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