CHAPTER ONE

INTRODUCTION

Background of the Study

As human beings, we are different from the other creatures. We can express our feelings and thoughts besides interacting with one another by using language. According to *Oxford Advanced Learner's Dictionary*, the definition of "language" is the use by humans of a system of sounds and words to communicate ("language", def. 2). It can be said that language is a tool for humans to communicate with one another in this world. This tool plays an important role in our lives, and it is difficult for people to interact properly without using language. Although we can use body language to communicate, it is still not enough for us to express what we want to say. Communication is really crucial to all people.

Without communication, people could not interact with one another appropriately. In reality, we could communicate through many ways such as giving a sign using our gesture or conversation. In a conversation, people can transmit what they want to say to another. However, people tend to produce some words with meanings different from what they actually want to say.

Therefore, the hearers have to catch an implicature that lies within the words. Implicature means implying or giving hints, suggest or convey some meaning indirectly by means of language (Thomas 58). For instance, when the speaker wants to say something, but he or she does not want to say it directly because of certain reasons, an utterance with an implied meaning may occur. The speaker produces an implicature with the hope that the hearer will understand the implied meaning. In this case, it shows a problem of maxim which falls under the category of pragmatics pioneered by Grice.

Pragmatics itself is an analysis of what people mean from their utterance rather than from what the words or phrases meant by themselves which are concerned with the study of the speaker's meaning (Yule 3). This study is very important because in daily conversations, we deal with utterances and we should know the speaker's meaning.

In general, people hardly directly say what they want to say. By doing this, they fail to observe the Gricean maxims. When the speaker says something which might not be understood by the hearer, the hearer might also reply with an answer which is not relevant or related to the context. This misinterpretation often leads to the occurrence of humor.

The topic of this thesis is an analysis of non-observance of maxims in *funny junk site* that leads to the occurrence of joke. It is known that humor is very common and it also plays an important role to entertain people. It is one of the reasons why I choose this topic. Besides, I take an interest in jokes, especially jokes in the form of conversation. In this thesis, types of non-observance of

maxim which triggers the occurrence of humor will be analyzed. Pragmatic knowledge is needed here to help us to understand humor.

As the readers, it is necessary for us to have a particular knowledge to interpret jokes. With this knowledge, we are expected to understand more about the process of jokes being created and their part in conversation that triggers jokes. The knowledge that we get from this analysis will help us to appreciate humor.

The theories that will be used are the theory of conversational implicature from Pragmatics, and the theory of script incongruity to emphasize the explanation of humor. I choose these theories because they can help us to analyze jokes.

Furthermore, the significance of this thesis is that people will be more aware of the fact that jokes might occur due to the occurrence of different scripts which may root from non-observance of maxim.

The sources of the data are jokes in *Funny Junk Website*. I decide to take the data from the website, because I know that website is one of the most popular media nowadays. Most people prefer reading jokes through website because of practical reasons. And this site provides a lot of data that can be analyzed. Besides, we can find many categories of jokes from which people can choose the jokes they want. Most of the jokes in this site are in the form of conversation, so it would be easy for me to analyze them through pragmatics and script incongruity.

(720 words)

Statement of the Problem

1. What type of non-observance of the maxims is used in the jokes?

2. Which maxim is unobserved in the jokes?

3. How can Raskin's theory of script incongruity help us to analyze the occurrence of humor in the jokes?

Purpose of the Study

1. To know the types of non-observance that found in jokes

2. To find out which maxim is unobserved in the jokes

3. To explain how Raskin's theory of script incongruity can help the occurrence of the humor in the jokes.

Method of Research

In the process of analyzing the topic, I gathered sources of data by searching the most suitable site that provides jokes possible to be analyzed. Moreover, I managed to find out what kind of theories that could be used to analyze these jokes. After selecting the theories, I decided that the theory of maxim, which is from Pragmatics area, and the theory of script incongruity are the most suitable theories to analyze the data. Furthermore, I started to analyze both data by using these theories and then write my thesis.

Organization of the Thesis

This thesis consists of four chapters. Chapter One is the Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two is the Theoretical Framework, in which the theories that will be applied to analyze are explained. Chapter Three is the analysis of the data, while Chapter Four is Conclusion. This thesis ends with Bibliography and Appendix.