

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nowadays the internet, rapidly, has become an important need among the people. The definition of internet is “an electronic communications network that connects computer network and organizational computer facilities around the world” (merriam-webster n.d.) On the other hand, based on website namely lexico.com the internet is a universal computer system serving a sort of information or output and communication facilities composing of interconnected network (the short form internet) employing standardized communicating protocol (lexico n.d.) From those two definitions, the internet is worldwide connected devices, particularly computers, to develop global communicating system. According to website (detik.com n.d.) In Indonesia, the number of internet users has reached the number of 171.17 million users in the year 2018. The largest internet users are from millennial generations with the age range in numbers of 15-19 years old or as many as 91 per cent. Those data are taken from APJII which stands for Asosiasi Penyelenggara Jasa Internet Indonesia and annually released by APJII to find out the numbers of internet users in Indonesia.

In the last two years, most of people in Indonesia, particularly the millennial generations, have the internet access for any purposes such as browsing information, shopping in some online shop, and surfing at the mainstream social media like facebook, twitter, instagram, youtube and other kinds of social media.

Among the millennial generations, they use the internet access more for surfing on social media. According to Akram and Kumar in their study, social media is an online board that is used by society to establish social connection with others who share individual savor, occupation, backdrop or actual relationship (Akram and Kumar 2017). They, the millennial generations, are surfing and exploring on social media mentioned previously for various purposes for example to connect to each other, update to their favorite public figure, look for some latest entertainment contents, share their interests to their friends and many other different purposes.

In this case of Instagram, it is going to be the object discussion of thesis. Based on *SearchCIO.com* Instagram is a no charge online photo-sharing program and social network media that was launched in 2010 and obtained on 2012 by Facebook (Rouse 2017). Particularly for entertainment content on instagram, there are plenty of content, some of them are like jokes or puns, with pictures which are the basic use of Instagram. There are numerous of hash tags and also instagram accounts, either pages or specific personal accounts which provide entertainment in some particulars form like dark jokes, dank memes, or puns. In this thesis, the main object of discussion is puns. Pun is “a figure of speech which consists of a deliberate confusion of similar words or phrases for rhetorical effect, whether humorous or serious.” (Giorgadze 2014). People usually play and make fun of anything around them with puns and share them on instagram. It can be seen on one of Instagram account named @pun_bible, there are plenty of word plays or

puns in the form of captioned pictures along with ambiguous sense inside the account.

Due to having multiple meanings, word-plays are having some ambiguous context meaning among instagram users' mind. The ambiguous meaning is one of the problems in the area of semantic. Based on Van Olmen and Athanasopoulos Semantic is "the field of linguistics concerned with the study of meaning (Van Olmen and Athanasopoulos 2018). While based on Kreidler, in *Introducing English Semantic* defined semantic as "the systematic study of meaning, and linguistic semantic is the study of how languages organize and express meaning," (Kreidler 1998). From the statement, semantic is the discipline of meaning. In semantics there is one linguistic phenomenon named ambiguity. The ambiguity is the linguistic phenomena which a word or a sentence structure has more than one meaning.

The ambiguity is a condition in which word has two or more logic, while in sentence, when it has two or more interpretations (Hurford, Heasley and Smith 2007). From the same reference, there are two types of ambiguity namely lexical and structural ambiguities. Those types of ambiguity, which make instagram users confused as well as entertained, are lexical and syntactical ambiguity (Charina 2017). From the previous statement, it can be withdrawn that types of ambiguity inside puns are mostly lexical and syntactical ambiguity. There are two effects of ambiguity, those are humorous effect is the tool that can generate humor effect and ironic effect is generated by satire and parody style (Simpson 2004). For the

lexical relation, the writer applies the theory of Kreidler. He stated that the lexical may have lexical relations namely homonymy and polysemy (Kreidler 1998).

One of the reason why the ambiguity in instagram's posts are liked by some users due to the multiple meaning inside the puns is having different meaning, one side is the real one while the other is inappropriate. The real meaning gives the readers the actual context that does not possess any silly meanings. While the inappropriate meanings leave several silly contexts or meanings due to the words or sentences have different meaning but they are all fit in inside. In an instagram account named @pun_bible there are plenty of ambiguous word plays or puns with different types of ambiguity as well as different ambiguity effects. The puns are also having different lexical relations.

There are several related studies that discuss about the ambiguity and puns. Wakhidah in her study of ambiguity in students' English workbook found that there are three types of ambiguity namely lexical, structural, and deep surface structural (Wakhidah 2018). From Giorgadze, puns are shaped in the basis of syntactical, semantic, structural, and lexical ambiguity (Giorgadze 2014). From Charina, she concluded that the humor is formed due to the ambiguity extends multi meaning (Charina 2017). She also stated that the types of ambiguity which form puns are lexical and syntactical ambiguity. From Dharmayanti et al, they found that in 10 out of 13 Unilever brands have ambiguous meaning which categorized as Conceptual meaning, while the other 3 are categorized as Connotative meaning. They also found that 7 brands have Polysemy, while the other 6 have Homonymy (Dharmayanti, Tika and Sudana 2017). The last is a

research thesis in semantic area done by Arum Kusumaningtyas in 2017 entitled *Lexical and Structural Ambiguity in the Online News of the Jakarta Post and ANTARA News* there are two problems stated on her thesis the first is similarities and differences of lexical and structural ambiguity, and the second is the type of frequent ambiguity (Kusumaningtyas 2017).

The writer conducts the qualitative research in observation about the puns in instagram account @pun_bible. Based on Mackey and Gass in *Second Language Research: Methodology and Design* qualitative research is “a research that is based on descriptive data that does not make use of statistical procedures.” (Mackey and Gass 2005). In this research of semantic area, the writer would like to discuss about the lexical relations and types of meaning in @pun_bible instagram puns posts. The data of this research is taken from an instagram account named @pun_bible which is posting about puns. From there, the writer is gaining 43 puns posts in it. The motive of this research is that word-plays, in odd moments, evoke the confusion to their reader, in this case instagram users. This research is conducted to explain the effects from those puns to the instagram users as well as to find the part of speech which used the most in an instagram account @pun_bible pun posts.

The example of each lexical and syntactical ambiguity is:

1. Lexical ambiguity:

Q: What is your idea of “the perfect date”?

A: DD/MM/YYYY. Other formats can be confusing really.

From the example above, the word “date” is observed to be having more than one meaning. The writer found that there are, at least, three meaning. The first meaning is from the perspective of the Q. The “date” is someone’s companion for social circumstance. While the second is from the A’s perspective is that the “date” is the addition to a writing that specifies time which is DD/MM/YYYY referring to the date 12/08/1995. Then the third is from other’s perspective, “date” is refer to fruit which is asked to someone’s mind about the perfect “date” to consume. The third perspective meaning is that the perfect “date” is described as the huge date which has tiny seed and not too sweet in taste.

2. Syntactical ambiguity:

Q: She told me that you never buy her flower?

A: Actually I had no idea that she sold a flower

From the conversation, the Q’s utterance has more than one meaning. Those meanings are that, firstly, he never buy her a flower “as a gift”, and the second is that he never buy her flower which she “sold”. Then the A’s reply is that the A does not have any idea that she sold a flower.

1.2 Statement(s) of Problems

There are two problems which the writer would like to deal with:

1. What are the texts that have lexical and syntactical ambiguities appeared in lexical and syntactical ambiguity in @pun_bible instagram pun posts?

2. What are the lexical relations of lexical ambiguity?
3. What are the effects of lexical and syntactical ambiguity in @pun_bible instagram pun posts?

1.3 Objectives of The Study

Based on the statement of the problems mentioned above, there are three objectives of the study which the writer would like to deal with:

1. To identify the texts that have lexical and syntactical ambiguities appeared in instagram account @pun_bible pun posts
2. To identify the lexical relations in lexical ambiguity
3. To identify the effects of lexical and syntactical ambiguity in @pun_bible pun posts

1.4 Significances of The Study

For the significances of this research, theoretically, the writer is hoping that this research would be worthwhile for the semantic reference in incoming students' research and also the writer is expecting that this research could be the addition of insight in semantic field, especially in linguistic word-plays or puns.

Then, practically, the writer is expecting that this thesis would be worthwhile and could raise the understanding of lexical and syntactical ambiguity for several instagram users, significantly for the followers of instagram account @pun_bible and some other instagram users who are the word-play enthusiasts, for the understanding of word-play like puns.

1.5 Scope and Limitations

The writer runs this study in the area of semantic and centers his study in ambiguity in instagram pun posts. The scope of this study is going to be about internet puns in an instagram account named @pun_bible and the writer of this research would like to limit the object research for lexical and syntactical ambiguity puns. The writer does the observation on an instagram account @pun_bible and focuses in account @pun_bible's pun posts. For the limitation, the writer would like to limit his object thesis in @pun_bible's post based on the instagram pun posts' timeline, which starts from May up to October 2019.

1.6 Definition of Key Terms

Pun : Amusing use of a word or phrase with two meanings (Longman dictionary).

Ambiguity : Hurford et al stated that the ambiguity occurs when a condition in a word which has two or more logics whilst, in a sentence, a condition in which has two or more interpretations. There are three types of ambiguity; lexical and structural ambiguity (Hurford, Heasley and Smith 2007).

Lexical ambiguity: a single word which has different sense or meaning (Hurford, Heasley and Smith 2007)

Syntactical ambiguity: a single group of word which has different interpretation for several people (Hurford, Heasley and Smith 2007)

Effects of ambiguity : Simpson stated that humorous effect is the tool that can generate humor effect. While ironic effect is generated by satire and parody style (Simpson 2004).

Polysemy : Kreidler mentioned that it has a number of connected meanings. He gave the example of the word “head”. The word “head” has linked meaning as body part, head in the company, and many more (Kreidler 1998).

Homonymy : Kreidler stated that it has the same pronunciation, but different meaning. For example the word “bank” may have meaning the economic association, and as well as the border of a river. Both are sharing the same articulation or sound but having different meanings (Kreidler 1998).