

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Joke is a part of human life. Every human being makes use of it from time to time, and its presence seems to be very needed to relieve tension or repressed feelings. It functions more or less like a dream which is, according to Freud (Brill, 1938: 748), a psychic process through in which normal situations might be thought of as nonsensical or faulty reasoning.

Joke or humor is also a powerful means of criticizing people or their system without causing a serious confrontation between participants. Proponents of the Relief Theories believe that humor is "an emotional hoax that barks without biting – threatening harm, then proving in sequential" (Wilson, 1979: 10). Blumenfeld and Alpern (1987: 33) mention that humor is very helpful when someone has to state hurting truths. They also mention other advantages of using humor, such as, to abandon the cycle of unproductive thinking when someone is too close to his problem, to ease excessive fear, to remind disciplinary behavior without being heavy-handed, to make a new-comer feel part of the group, to loosen barriers of age, social, economic, educational background at work (ibid., pp. 33-34).



There are many ways to make a joke that is able to make people laugh. People can make a joke by gestures, puns that are the witty play on words, implicatures, jest, wit, etc. Thomas Hobbes insists that joy is the cause of laughter. His definition of joy, however, emphasizes that sense of triumph that the laugher feels.

Men laugh at mischances and indecencies, wherein there lieth not wit or jest Men laugh often . . . at their own actions performed never so little beyond their expectations. . . . Also men laugh at the infirmities of others, by comparison where with their own abilities are set off and illustrated. Also men laugh at jests, the wit whereof consisteth in the elegant discovery and conveying to our minds of some absurdity of another For when a jest is broken upon ourselves, or friends of whose dishonour we participate, we never laugh thereat. I may therefore conclude that the passion of laughter is nothing else but sudden glory arising from some sudden conception of some eminency in ourselves, by comparison with the infirmity of others, or with our own formerly (Blistein, 1964).

Implicature as one of discourse analysis topic can be used to analyze a joke. Implicature which is proposed by Grice is used to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (Gillian Brown and George Yule, 1989: 31). One example can be seen below :

A : I am out of petrol.

B : There is a garage round the corner.

A does not only say, but it implicates that he needs help. The answer of B implicates that the garage round the corner is open, sells petrol and also round the corner which is not a great distance away.

From the explanation above, implicature has a potency to make a joke. One example is described below :

There were four people who were contaminated with a toxin gas. While doctor was examining the effect of the gas, they were placed in an isolated room. The gas was tested to the rat, however, finally the rat died. With a sad face, doctor said to them, " you know, the gas was tested to the rat, and after three hours it died." They were sad in a thinking what would happen to them later. However, one of them was completely dazed looking at them and said, "Why are you sad and confused ? We can look for other rats."

Of course, the last sentence uttered by the man is funny. The dead rat here implicates that the gas is very dangerous so that it can make a rate dying during three hours. Of course, they will be scared thinking what will happen to them. However, one of the men doesn't know that. He just thinks what they are regretting a rat for. There are still many other rats to be tested. That is funny because he misunderstands in his implication. In implicature theories, this kind of implicature is a kind of flouting of maxim of relation, which is not relevant or not related with the context.

For further description, another example of implicature analysis of joke is shown below :

Mark was ready to go to the movie and tried to invite Stevie to accompany him.

Mark : The film tonight is good. You will be lost if you don't watch it. Would you like to accompany me ?

Stevie: I am sorry. But I have to do homework today. I can't go.

Mark : But the problem is ... I don't have money.

The last sentence is funny. Mark is ready to go to the movie, it implicates that at least he has the money to buy a ticket. However, even though he doesn't have money, he invites Stevie. It implicates that he invites Stevie in order that Stevie buys the ticket for him or at least he can borrow money from Stevie. Besides a flouting of manner, it is also a flouting of quality, which is ambiguous and lack of adequate information.

There are many serial comedy films in private television. They will give us enjoyment and pleasure. The jokes in these films are interesting to be analyzed based on the discourse analysis especially on implicature.

In this analysis, the writer attempts to analyze the joke of serial comedy film entitled "Hope and Gloria" which is always presented by Indosiar based on theory of Implicature. This film is chosen because of the complexity of its dialogues and its jokes. There are many problems

about daily life and the problem solving are discussed in that film. This serial comedy film "Hope and Gloria" is presented by Indosiar on every Sunday, at 06.00 AM.

1.2. Statement of the Problem

Based on the background of the study outlined above, the problems that are going to be discussed are :

- Are there any implicatures applied in making jokes in serial comedy film "Hope and Gloria" ?
- How are the implicatures applied in making jokes in serial comedy film "Hope and Gloria" ?

1.3. Objective of the Study

Based on the statement of the problem, this study is intended to know :

- The application of implicatures in making jokes especially in serial comedy film "Hope and Gloria".
- The function of implicatures, in jokes in the serial comedy film "Hope and Gloria", based on the discourse analysis theory.

1.4. Significance of the Study

This study would give a contribution to a discourse analysis study especially in implicature study in order to know the applied implicature in the dialogue especially in a joke dialogue, which is in this case analyzing serial comedy film "Hope and Gloria".

From this analysis, it is expected that it is able to make the readers understand implicature, as a part of discourse analysis. At least, it will provide references for other studies concerning with discourse analysis especially in implicature. In addition, the data themselves may be very useful for further investigation in applying implicature particularly, and in discourse analysis generally.

1.5. Scope and Limitation

The scope of this research is focused on implicature based on the theory of discourse analysis. The analysis is limited on the serial comedy film "Hope and Gloria" which is always broadcast by Indosiar on every Sunday at 06.00 AM.

The analysis is selected from the jokes that contains implicature. The joke that does not contain this kind of implicature will not be analyzed and transcribed in this analysis.

1.6. Theoretical Framework

In analyzing this study, the writer uses the theories that are closely related and relevant to this study.

- Discourse Analysis theories

Brown and Yule (1989: 1) state that the analysis of discourse, is necessarily, the analysis of language in use. As such, it cannot be restricted to the description of linguistic forms independent of the purposes or functions, which these forms are designed to serve in human affairs.

Discourse Analysis is the study of language in use : written texts of all kinds and spoken data from conversation to highly institutionalized forms of talk (McCarthy, 1991: 5). Another linguist has another opinion. For him, discourse is the study of the organization of language above the sentence or above the clause, and therefore exemplified in larger linguistic units such as conversational exchanges and written text (Stubbs in Schiffrin, 1987: 1).

- Implicature theories

Implicature is used by Grice (1975) to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (1975: 44).

There are two kinds of implicature : the conventional, or that which is linguistically determined and the conversational which is

determined by certain general features of discourse (Cole and Morgan, 1975: 45). It is conversational implicature that is used in this study. They are all characteristically cooperative efforts, meaning that participants recognize that there is a common purpose, or at least mutually accepted directions.

The general principle of conversation, according to H.P. Grice, is the Co-operative Principle which says :

“Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.” (Cole and Morgand, 1975: 45).

On the assumption that the Cooperative Principle is acceptable there are four categories of specific maxims :

- Quantity** : Make your contribution as informative as is required (for the current purposes of the exchange). Do not make your contribution more informative than what is required. Be brief.
- Quality** : Do not say what you believe to be false. Do not say something that you lack adequate evidence. Be honest.
- Relation** : Be relevant. The conversation in the context should be relevant.

**Manner : Avoid ambiguity. Be brief (avoid unnecessary prolixity).
Be orderly. Be clear.**

However, by providing a description of the norms speakers operate with in conversation, Grice makes it possible to describe what types of meaning a speaker can convey by 'flouting' one of these maxims. This flouting of a maxim results in the speaker conveying, in addition to the literal meaning of his utterance, an additional meaning, which is a conversational implicature.

- Joke or Humor theories

There are many theories about humor. However, there are three major families of theories of humor cited by Wilson, i.e., the Relief theories, the Conflict theories, and the Incongruity theories (Wilson, 1979: 10ff).

The Relief theories are the emotional account for humor (Wilson, 1979: 10ff) advocated by Kant, Harley, and Spencer. They all agree that "the joke is an emotional hoax that barks without biting – threatening harm, then proving inconsequential" (Wilson, 1979: 10).

The Conflict theories are the behavioral account for humor suggesting that "its incongruity evokes two compatible impulses" (Wilson, 1979: 10). The advocates differ in some points about the nature of the impulses. Menon states that the conflict is between the impulse to proceed and the impulse to draw back. Greig says that the conflict is between

friendliness and hostility.(Keith-Siegel, 1972: quoted in Wilson, 1977: 11).

The Incongruity theories are the cognitive account for humor which states that humor is a matter of thought or perception. Humor, according to the proponents of this camp, contains two distinct meanings or interpretations united into one complex idea. The two distinct meanings can be either inconsistent, unsuitable, or incongruous parts of circumstances. Schopenhauer says that the two distinct interpretations are incongruity between concrete and abstract, and Willmann believes that the two meanings are incongruous and contradictory ideas. (Koestler, 1964; quoted in Wilson, 1979: 12).

However, Freud suggests that two features that make humor funny are : (a) It deviates from normal thought or representation, and (b) It expresses its meanings economically (Wilson, 1979: 17). Generally, Freud's feature of humor and Wilson's concept of disequilibrium are acceptable. Freud states that humor is a matter of deviation of normal thought. The deviation of normal thought might be explained linguistically as the irrelevant expressions violating Grice's maxim of relation.

In the other hand, the writer compares the theories of humor above with the suggestion of Soeseno Kartomihardjo (1986). He attempts to answer the question, "What is funny to Indonesian Audience ?" He relates humor to discourse (comedian and audience have to share the same knowledge or experience), speech event (the awareness of members of a society concerning the significance of certain solid interaction between linguistic form and sequences of actions in speech), speech acts (societal agreed upon rules of communication), presupposition (shared general assumptions in the community) preconditions (conventional expectations) and conversational implicature (implied meanings understood by the community). Humor is obtained through manipulating those kinds of rules of communications.

1.7. Method of the Study

The method that is used in this analysis is descriptive qualitative. The data are collected, arranged, analyzed and explained based on the theoretical framework that has been outlined earlier.

1.7.1. Technique of Data Collection

First of all, in collecting the data, the writer makes an observation by always watching the serial comedy film "Hope and Gloria" that is always shown by Indosiar on every Sunday at 06:00 AM. From those

observations, the writer tries to determine which ones are appropriate to be analyzed.

Secondly, the writer records some episodes of "Hope and Gloria" films that are appropriate to be analyzed. The recording is always done until the data is sufficient to be analyzed. The recording will be used as a base of analysis.

Besides recording the dialogues, the writer always transcribes the speech directly from the dialogues. In this way, the writer will not miss any events and contexts in the dialogue. The data from the recording and direct transcription are used as a base of analysis.

The technique of data collection that the writer uses, is briefly stated below :

- Making an observation on some episodes of "Hope and Gloria" films shown by Indosiar.
- Recording the dialogues of some episodes of "Hope and Gloria" films
- Selecting the episodes of the recorded dialogues.
- Transcribing the data from the selected episodes.

1.7.2. Technique of Data Analysis

After collecting the data by recording some episodes, the writer transcribes the joke dialogues, which contain implicature, and writes them in paper in order to ease the analysis.

After the data is transcribed, the writer starts to examine through each data in order to find out the joke that contains implicature. The last step is analyzing and interpreting the data. The writer analyzes the joke dialogues and finds out what kinds of elements of implicature which exist in the joke dialogues.

The technique of data analysis, is briefly stated below :

- Finding implicatures applied in the joke dialogues.
- Analyzing and interpreting the data.

1.8. Definition of Key Terms

“Hope and Gloria” film : the serial comedy film, which is always shown by Indosiar on Sunday at 06.00 AM.

Indosiar : one of some private televisions in Indonesia, which is located in Jakarta and shows serial comedy film “Hope and Gloria”.

- Joke** : a humor in the dialogue of “Hope and Gloria” film which invites a laugh of the viewers.
- Humor** : in this study, joke and humor have no different definition.
- Comedy** : a kind of film or cinema that constitutes a funny film. It contains joke or humor.
- Serial** : a kind of television film that is always presented continuously on a certain day and time.
- Implicature** : what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says.
- Quantity** : what we say must be as brief and informative as what we require.
- Quality** : what we say must be true and honest supported by evidence.
- Relation** : what we say must be relevant with the conversation in the context.
- Manner** : what we say must be clear and must avoid ambiguity.

CHAPTER II

**GENERAL DESCRIPTION
OF THE OBJECT OF STUDY**