

UNDERGRADUATE THESIS

**VERBAL HUMOR USED IN *CAKCUK SURABAYA*
CLOTHING DESIGNS**



By

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**ENGLISH DEPARTMENT
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UNIVERSITAS AIRLANGGA
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**Submitted in Partial Fulfillment of the Requirements
for the Sarjana Degree of English Department
Faculty of Humanities Universitas Airlangga**

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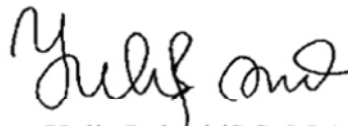


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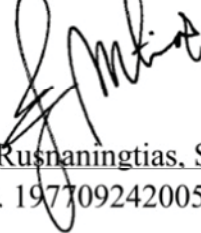


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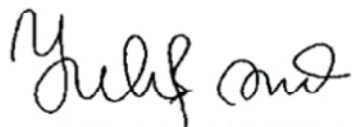


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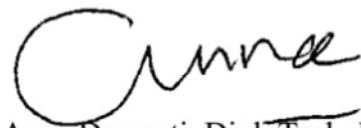
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TABLE OF CONTENTS

INSIDE COVER PAGE.....	i
INSIDE TITLE PAGE	ii
INSIDE DEGREE REQUIREMENT.....	iii
DECLARATION	iv
APPROVAL SHEETS	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	viii
TABLE OF FIGURES	ix
LIST OF TABLES.....	x
ABSTRACT	xi
ABSTRAK.....	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problems	7
1.3 Objectives of the Study	7
1.4 Significance of the Study	8
1.5 Definition of Key Terms	8
CHAPTER II LITERATURE REVIEW	9
2.1 Theoretical Framework	9
2.1.1 Verbal Humor	9
2.1.2 General Theory of Verbal Humor.....	19
2.1.3 Review of Related Studies	25
CHAPTER III RESEARCH METHODS	29
3.1 Research Approach	29
3.2 Data Sources	30
3.3 Scope and Limitations.....	30
3.4 Technique of Data Collections.....	30
3.5 Technique of Data Analysis.....	31
CHAPTER IV RESULTS AND DISCUSSION.....	33
4.1 Types of Verbal Humor Found in <i>CakCuk Surabaya</i> Clothing Designs	33
4.2 Linguistic Analysis of Verbal Humor Found in <i>CakCuk Surabaya</i> Clothing Designs.....	46
4.3 Interpretation of The Result	54
CHAPTER V CONCLUSION.....	59
5.1 Conclusion	59
5.2 Suggestion.....	61
REFERENCES	62
APPENDIX	64

TABLE OF FIGURES

Figure 1 KUALA LUMPUR (source: <i>CakCuk Surabaya</i>)	35
Figure 2 GEE UN COEG (source: <i>CakCuk Surabaya</i>)	36
Figure 3 Stasion Semoet (source: <i>CakCuk Surabaya</i>)	37
Figure 4 Batik (source: <i>CakCuk Surabaya</i>)	38
Figure 5 Dilan (source: <i>CakCuk Surabaya</i>)	39
Figure 6 James Bonek (source: <i>CakCuk Surabaya</i>)	40
Figure 7 SOERABAJA '45 (source: <i>CakCuk Surabaya</i>)	41
Figure 8 Misuh (source: <i>CakCuk Surabaya</i>)	42
Figure 9 Love Indonesia (source: <i>CakCuk Surabaya</i>)	43
Figure 10 JANCUK (source: <i>CakCuk Surabaya</i>)	44
Figure 11 ABCD (source: <i>CakCuk Surabaya</i>)	45

LIST OF TABLES

Table 1 Verbal Humor Found in CakCuk Surabaya Clothing Designs	34
Table 2 Percentage of Verbal Humor Found in CakCuk Surabaya Clothing Designs	55

ABSTRACT

Throughout the year, the fashion industry as a whole and the local fashion sector in Indonesia both grew steadily. Some offer simple and comfortable designs for their consumers, while others offer unique and fashionable streetwear for youth. On the other side, one of the local clothing manufacturers, *CakCuk Surabaya*, tries to employ humor liberally in their designs to convey the humor in Surabaya, especially verbal humor. This study aims to find out the verbal humor applied in the design of *CakCuk Surabaya*. The researcher collected 30 designs as the data of the study based on verbal humor in the designs. The data were classified using Shade's (1996) framework of verbal humor and the analyzed using General Theory of Verbal Humor by Attardo (1994). The result of the research showed there were 30 verbal humors within the research object, which were classified into 7 of the 12 types of verbal humor, with the parody appearing the most. After that, the data were analyzed using the six Knowledge Resources in the General Theory of Verbal Humor (GTVH) which are Script Opposition (SO), Logical Mechanism (LM), Situation (SI), Target (TA), Narrative Strategy (NS), and Language (LA). In conclusion, the verbal humor applied in the design of CakCuk Surabaya aims to convey the culture of Surabaya through humor as a souvenir for everyone who visits Surabaya.

Keyword: *CakCuk Surabaya*, Clothing designs, Humor, Verbal Humor

ABSTRAK

Sepanjang tahun, industri fashion secara keseluruhan dan sektor fashion lokal di Indonesia sama-sama tumbuh dengan stabil. Beberapa menawarkan desain sederhana dan nyaman untuk konsumen mereka, sementara yang lain menawarkan streetwear yang unik dan modis untuk anak muda. Di sisi lain, salah satu produsen pakaian lokal, *CakCuk Surabaya*, mencoba menggunakan humor secara bebas dalam desain mereka untuk menyampaikan humor di Surabaya, khususnya humor verbal. Penelitian ini bertujuan untuk mengetahui humor verbal yang diterapkan dalam desain *CakCuk Surabaya*. Peneliti mengumpulkan 30 desain sebagai data berdasarkan humor verbal dalam desain. Data diklasifikasikan menggunakan kerangka humor verbal Shade (1996) dan dianalisis menggunakan Teori Umum Humor Verbal oleh Attardo (1994). Hasil penelitian menunjukkan terdapat 30 humor verbal dalam objek penelitian, yang diklasifikasikan menjadi 7 dari 12 jenis humor verbal, dengan parodi yang paling banyak muncul. Setelah itu, data dianalisis menggunakan enam Sumber Daya Pengetahuan dalam General Theory of Verbal Humor (GTVH) yaitu Script Opposition (SO), Logical Mechanism (LM), Situation (SI), Target (TA), Narrative Strategy (NS), dan Language (LA). Kesimpulannya, humor verbal yang diterapkan dalam perancangan CakCuk Surabaya bertujuan untuk menyampaikan budaya Surabaya melalui humor sebagai oleh-oleh bagi setiap orang yang berkunjung ke Surabaya.

Keyword: CakCuk Surabaya, Design baju, Humor, Humor verbal