

**COMPARATIVEANALYSIS OF VERBAL HUMORIN PREACHING  
BETWEEN USTADZ ABDUL SOMAD AND USTADZHAIKAL HASAN**

**Thesis**

*Submitted as Partial Fulfillment of the Requirements to Obtain Strata One (S1)  
Degree*



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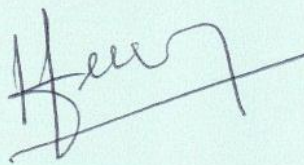
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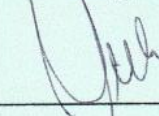
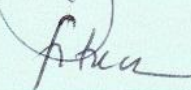
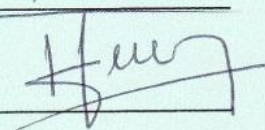
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### **ABSTRACT**

The purpose of this research was to find the existence and the use of verbal in preaching of Ustadz Abdul Somad and Ustadz Haikal Hasan by analyzing the humor with a linguistic theory called General Theory of Verbal Humor (GTVH). This is descriptive qualitative research since the data was presented in form of explanation and deals with qualitative phenomenon related to quality and type. The results showed that there are 168 verbal humor found in 5 videos of Ustadz Abdul Somad preaching, where irony (37), wit (35) and satire (34) were the types of verbal humor that mostly used in his preaching. On the other hand, it was found 124 verbal humor in Ustadz Haikal Hasan preaching with the same amount of videos as the previous object. It was found that satire was the types of verbal humor that most frequently used with 37 occurrences followed by irony (30) and wit (23). Furthermore, it was also found that Ustadz Abdul Somad used 9 out of 12 types of verbal humor, while Ustadz Haikal Hasan used 10 out of 12 types of verbal humor in his preaching.

**Key words:** verbal humor, preaching,

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## **ABSTRAK**

Tujuan dari penelitian ini adalah untuk menemukan keberadaan and penggunaan humor verbal pada dakwah Ustadz Abdul Somad and Ustadz Hasan Haikal dengan menganalisisnya menggunakan sebuah teory linguistik, *General Theory of Verbal Humor* (GTVH). Penelitian ini adalah penelitian deskriptif kualitatif karena data-data dalam penelitian ini disajikan dalam bentuk penjelasan dan berhubungan dengan fenomenad kualitatif yang berkaitan dengan kualitas dan tipe-tipe. Hasil penilitian ini menunjukkan bahwa ada 168 humor verbal ditemukan dari 5 video ceramah Ustadz Abdul Somad, dimana *irony* (37), *wit* (35), dan *satire* (34) adalah tipe-tipe verbal humor yang paling banyak digunakan di dalamnya. Di lain pihak, ditemukan 124 humor verbal pada ceramah Ustadz Hasan Haikal dengan jumlah video yang sama dengan objek sebelumnya. Ditemukan bahwa *satire* adalah tipe verbal humor yang paling banyak digunakan dengan 37 kali penggunaan, diikuti oleh *irony* (30), dan *wit* (23). Lebih lanjut, ditemukan juga bahwa Ustadz Abdul Somad menggunakan 9 dari 12 tipe verbal humor yang ada, sementara Ustadz Haikal Hasan menggunakan 10 dari 12 tipe verbal humor pada ceramahnya.

**Kata kunci:** humor verbal, dakwah



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Padang, August 2019

The researcher

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## **CHAPTER I INTRODUCTION**

### **1.1 Background of the Research**

Language can be used in many ways of communication. In general, there are two types of communication. One is for the purpose of sharing or giving information, the other is to entertain or amuse people. As Raskin (1985) states, there are bona fide and non-bona fide type of communication. The first one is used to convey information while the second one is used to elicit or trigger some laugh from the listeners that is considered as humor.

Humor has become a phenomenon in the society. Its existence can be seen through out television programs and shows, movies, songs, or theaters. In January 1997 the final episode of the sitcom, *Only Fools and Horses* was watched by a record number of 24.5 million viewers. In 2009, a movie *The Hangover* became the tenth highest grossing film of 2009, with a worldwide gross of over \$467 million. The movie also won the Golden Globe Award for best motion picture – musical or comedy. These facts show how humor can give such a powerful impact to the society.

Based on what has been explained above, the study of humor has become something which is interesting and above all is needed considering its phenomena in society and its relation to language use. The researcher focused this research on the study of humor, or to be more specific this study discussed about one type of humor which is verbal humor that will be explained later on. Before getting to the topic, the researcher wanted to deliver some reasons of why choosing the topic about humor

First, humor is a concept that is quite difficult and complex to be described. This is because there is no exact form or general standard to consider something to be funny or entertaining. According to Lew (1996), humor becomes a very mysterious phenomenon as there is no exact recipe to create a funny story or joke that elicits laughter from the listeners. Some people may laugh so hard on something, while some other do not even smile on it. This is why humor is rather hard to be defined which is eventually make the study of humor also rather hard to be conducted. Moreover, in general humor refers to everything that is funny (Jay, 2003). Therefore, if something based on this definition, create or elicit some laugh, it can be considered as humor.

Second, the study of humor is not as popular as any other field of study in linguistics. This is due to the fact that there is some kind of belief that the study of humor will kill the humor itself. This is supported by Wallace (1998) that the quicker way to empty a joke of its peculiar magic than try to explain it. This shows that the study about humor will end up losing its funny effect. Moreover, this lack of interest in studying humor can be seen in English Department, Padang State University due to the fact that for the last five years there are only two studies that have been conducted about humor.

These facts encourage the researcher to conduct a study about humor, because like it or not humor has become the most influencing aspect in human life which makes the study of humor becomes an essential aspect to the society. Furthermore, the researcher wanted to break the belief about how the study of humor will end up killing the humor itself. This belief must be stopped because if it stand still, it will destroy potential students who have interest in studying humor in the future. The

researcher also believes that this study will contribute more especially to English Departemen in Padang State University and its students who might have the same interest to conduct a humor research in the future.

In relation with the definition of humor, there are four types of humor proposed by Shade (1996) that needed to understand first. Those types of humor are visual, figural, auditory and verbal humor. Visual humor is the type of humor which relies on the use of visual jokes in its creation. It is also considered as phisical humor which includes slapstick, impersonations, mime or pantomime, facial gestures, pratfall, body language, and practical jokes. Figural humor is the type of humor which focus on figure like in cartoon, wheteher comic cartoons, political cartoons, comic strips, or caricatures. Auditory humor is the type of humor which focuses on sound, impressions, impersonations, and noise which can create funny effects. Moreover verbal humor is the types of humor which relies on the use of language in its humor creation.

To support these reasons and explanation that has been given above, the researcher have assembeld several researches that has been conducted about humor. To begin with, the researcher has collected some researches related to visual humor which have been done by Vizcaíno (2011), Gérin (2013), Venkatesh & Senthilkumar (2015), and Fustor (2015). The following paragrapgs will give a brief review about these researches.

Vizcaíno (2011) examined how humor works in the code-mixed advertising campaigns of the spanish airline company vueling. This paper explores three main types of humorous deviations in vueling campaigns: structural, phonetic, and visual.

Gérin (2013) analyzed humor based on visual analysis through the perspective of visual humor in visual art. In her research, she argued that mechanisms specific to the visual domain must be central to the study of humor in the visual arts.

Venkatesh & Senthilkumar (2015) analyzed the effectiveness of humor advertising on advertising success. In this research they tried to get detailed review about impact of humor in advertising for 40 years and detailed overview about various humor related aspects and also it supports earlier outcomes, what's the purpose of humor used in advertising are analysed there.

Fustor (2015) analyzed the impact of visual and linguistic humor use by brands on social media. In this research, it is shown how visual humor based on immediate concepts of linguistic humor manipulates language to provoke a humorous response.

Next, the researcher has collected several researches about figural humor. Samson & Hempelmann (2011), Nyoni et al (2012), Zanettin (2014), and Rianggari (2018). Samson & Hempelmann (2011) analyzed humor with incongruity background through jokes and cartoons. They assumed that it contains a central incongruity in a specific constellation of opposition and overlap that is essential to their humorousness.

Nyoni et al., (2012) which analyzed the humor in a newspaper cartoon in Zimbabwe. They analyzed how the effect of a cartoon not only resulted to provoke laughter but also meant to comment on goings-on in a particular society with the aim of a better and improved society.



Zanettin (2014) analyzed humor in translated cartoons and comics. He found that the tendency of analyzing humor in cartoons and comics from the incongruity aspect rather than using six knowledge of resources in General Theory of Verbal Humor. Rianggari (2018) analyzed types of humor and genderstereotype in 9GAG memes. Related with gender stereotypes, this research found that both men and women were being bothersome, cynical, emotional, and clueless. This research also found out that men were portrayed to be more confident than women in using humor.

The researcher also assembled some researches about auditory humor. Buijzen & Valkenburg (2004), Jewell & Louise (2012), and Adrjan & Basols (2017) related to auditory humor.

Buijzen & Valkenburg (2004) conducted a research to develop and investigate a typology of humor in audiovisual media. They identified 41 humor techniques, drawing on Berger's (1976, 1993) typology of humor in narratives, audience research on humor preferences, and an inductive analysis of humorous commercials.

Jewell & Louise (2012) focused in discussion of parody raises interesting definitional and moral issues, even when confined, as in the case, to musical parody. Adrjan & Basols (2017) analyzed the sounds in phonological jokes. The result was no substantive difference in the structure of phonological jokes, regardless of the language.

Furthermore, the researcher has collected some researches about verbal humor which have been the main inspirations of the research that the researcher have conducted. There are Magnotta & Strohl in (2011), Shuqin (2013), Masaeli &

Shahreza (2016), Anastasia (2016). A brief review of these researches will be given in these following paragraphs.

Magnotta&Strohl in (2011), investigated humor found in a television show "Seinfeld" using the incongruity theory of humor and the interactional sociolinguistic methodology of discourse analysis, they examined the incongruous elements, like short-coming, ignorance, and impersonation found within the object.

Shuqin (2013), used a pragmatic theory which is called relevance theory on a sitcom called Big Bang Theory. It proves that humor comes from the contrast between maximal relevance and optimal relevance.

Other than that, there is a linguistic analysis of Persian online jokes in light of general theory verbal humor by Masaeli & Shahreza (2016). This study analyzed the written form of humor based on six knowledge resources. It is focused on humor through the text.

Anastasia (2016) analyzed the use of verbal humor found in a radio drama series called Cabin Pressure. In this research, she tried to find the types of verbal humor used in this radio drama series and after finding those types, she analyzed them linguistically by means of the general theory of verbal humor (GTVH) proposed by Attardo and Raskin (1991).

As stated in the opening of this research, the researcher chose verbal humor out of three other types of humor as the main topic of this research. The reason for choosing verbal humor rather than any other types of humor was because the researcher thought that verbal humor has a deeper relationship with the use of language compared with other types of humor in its humor creation.

Based on several researches related to verbal humor that has been showed before, they have been done by using three types of theories; relevance theory, incongruity theory, and the general theory of verbal humor (GTVH). The area of those researches mostly scripted based concept such as, songs, online jokes, texts, sitcom or drama series in radio or television. The facts show that most of these researchers only based their research on the theory analysis only. They did not try to find every types of humor in their object before analyzing them with humor theory, except for Anastasia (2016). This gave the researcher the idea to conduct a research that combined the finding of verbal humor types and its analysis by mean of the general theory of verbal humor (GTVH).

This research took preaching as the new area in this study of humor which surely different with areas that mostly scripted based in previous researches. In Indonesia, there are two ustadz or islamic preachers who are considered as the most influencing figure in islamic preaching. These two ustadz are Ustadz Abdul Somad and Ustadz Haikal Hasan. Wherever these two ustadz preach, there will always be hundreds or even thousands of people who are willing to attend their preaching. This phenomena arised a question related to what so special about their preaching. There are a lot of ustadz out there with the same or maybe greater knowledge than them, but do not have the same impact to the people like these two ustadz have.

What make these two ustadz different with the others is quite simple, which is the way they use in delivering their preaching. These two ustadz deliver their preaching in the form of communication which most people like and easy to understand. They both use humor, in this case verbal humor. This way of

preaching make their followers not only enlightened but also entertained. The fact that their preaching attend by hundred and even thousand people reflects the power of language itself which is suitable for linguistics study. This is also why the researcher chose preaching as the object of the study, since it is not even an activity or medium which specializes in humor production like comedy, or movies but in fact it produced literally lots of funny remarks and used them even more effectively.

This research was conducted in the form of comparative research between two objects. This comparison is useful to find the generalization in verbal humor used between the two objects.

In conclusion, the researcher took preaching as the main object of this research by comparing verbal humor used in Ustadz Abdul Somad and Ustadz Muhammad Haikal preaching. Furthermore, after finding the types of verbal humor used in these two ustadz' preaching, the researcher analyzed those verbal humors linguistically by using the general theory of verbal humor (GTVH).

## **1.2 Identification of the problem**

In relation to background of the research, verbal humor can be analyzed from three perspectives. First it can be analyzed from the perspective of the participant involved in it, whether an individual or group of people. Second the tendency in using verbal humor can be analyzed by means of gender differentiation perspective between two individuals or two groups of people. Third, verbal humor can be analyzed through cultural background perspective, whether from one individual, group of people or by comparing these two to see the generalization of verbal humor use and its production.



### **1.3 Limitation and Scope Research Problem**

Based on the identification of the problem, the researcher limited this research only in one perspective which is verbal humor and its relation to cultural background of the objects. In this research, the researcher analyzed the type of humor used in Ust Abdul Somad and Ust Haikal Hasan preaching. After that, by using the General Theory of verbal humor proposed by Attardo and Raskin (1991), the researcher analyzed linguistically the clauses which contained verbal humor from the two objects

### **1.4 Formulation of Research Problem**

Based on the limitation of the problem above, the researcher formulated the research problem as *how does verbal humor produced in Ustadz Abdul Somad and Ustadz Haikal Hasan preaching*. Related to the research problem above, the researcher elaborated it into two following questions:

1. What are the differences and similarities between the types of verbal humor used in Ust Abdul Somad and Ust Haikal Hasan preaching
2. What are the differences and similarities of knowledge resources applied in verbal humor creation of Ust Abdul Somad and Ust Haikal preaching

### **1.5 Purpose of the Research**

1. To find out the differences and similarities between the types of verbal humor used in Ust Abdul Somad and Ust Haikal Hasan preaching
2. To find out the differences and similarities of knowledge resources applied in verbal humor creation of Ust Abdul Somad and Ust Haikal preaching

### **1.6 Significance of TheResearch**

Theoretically, this research was conducted in the hope that it will contribute more to the study of humor by introducing the general theory of verbal humor (GTVH) which can be used to analyzed humor linguistically. Pragtically, theexistence of this research was expected to assist future researcher in conducting their research on the study of humor, especially verbal humor.

### **1.7 Definition of key Term**

Humor

Humor is something that triggers people to smile or laugh and comes into a funny situation.

Verbal Humor

Type of humor which relies on the use of language.