COMPARATIVE ANALYSIS OF VERBAL HUMOR IN SITCOMS BETWEEN *OK-JEK* AND *TETANGGA MASA GITU*

THESIS

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ABSTRACT

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The term of humor cannot be separated from human life. Humor can be found in any aspects in human life, such as in education, literature, and also entertainment. Verbal humor relies on the use of language to deliver the humor. The purpose of the research is to find the types of verbal humor in sitcoms *OK-JEK* and *Tetangga Masa Gitu* by using theory of Shade (1996) and analyze it by using General Theory of Verbal Humor proposed by Attardo and Raskin (1991). The researcher used descriptive comparative method. The result of the research found there were 165 verbal humor collected in the two sitcoms that fell into 8 out of 12 categories of verbal humor for each sitcom. There are 81 verbal humor found in sitcom *OK-JEK* and 84 verbal humor in sitcom *Tetangga Masa Gitu*. The similarity of verbal humor found in sitcoms *OK-JEK* and *Tetangga Masa Gitu* is the types satire, irony and wit were dominantly used by the characters in the sitcoms. The difference found in these objects is the use of language uttered by the characters in the sitcoms due to the fact they have different social class. The verbal humor that found in the sitcoms were analyzed by using six parameters of Knowledge Resources (KRs) of GTVH: Script Opposition (SO), Logical Mechanism (LM), Situation (SI), Target (Ta), Narrative Strategy (NS), and Language (LA). The research conclude that different social class has different way to create humor, how to amuse people and trigger laughter from the audience.

Keywords: Verbal Humor, Sitcom, GTVH, Knowledge Resources

ABSTRAK

Wahyuni, Febby. 2019. *Comparative Analysis of Verbal Humor in Sitcoms between OK-JEK and Tetangga Masa Gitu*. *Skripsi*. Fakultas Bahasa dan Seni. Universitas Negeri Padang. Padang. 2019

Istilah humor tidak dapat dipisahkan dari kehidupan manusia. Humor dapat ditemukan dalam segala aspek kehidupan manusia, seperti dalam pendidikan, kesusasteraan dan juga hiburan. Humor verbal mengandalkan penggunaan bahasa untuk menghasilkan humor. Tujuan penelitian ini adalah untuk menemukan tipe-tipe humor verbal dalam sitkom *OK-JEK* dan *Tetangga Masa Gitu* dengan menggunakan teori Shade (1996) dan menganalisisnya menggunakan General Theory of Verbal Humor yang dikemukakan oleh Attardo dan Raskin (1991). Peneliti menggunakan metode komparatif deskriptif. Hasil penelitian menemukan ada 165 verbal humor yang terkumpul dalam dua sitkom yang tergolong dalam 8 dari 12 kategori humor verbal pada tiap sitcom. Ada 81 humor verbal ditemukan dalam sitkom *OK-JEK* dan 84 humor verbal ditemukan di sitkom *Tetangga Masa Gitu*. Persamaan humor verbal yang ditemukan di sitkom *OK-JEK* dan *Tetangga Masa Gitu* adalah tipe satire, ironi dan wit lebih dominan digunakan oleh karakter dalam sitcom. Perbedaan yang ditemukan pada dua objek ini adalah penggunaan bahasa yang diujarkan oleh karakter dalam sitkom dikarenakan dua sitkom ini memiliki perbedaan kelas sosial. Humor verbal yang ditemukan dalam sitkom dianalisis menggunakan enam parameter Knowledge Resources (KRs) dari GTVH: Script Opposition (SO), Logical Mechanism (LM), Situation (SI), Target (Ta), Narrative Strategy (NS), and Language (LA). Penelitian ini menyimpulkan bahwa perbedaan kelas sosial memiliki cara berbeda untuk menciptakan humor, bagaimana menghibur orang lain, dan mencetuskan gelak tawa dari para penonton.

Kata Kunci: Verbal Humor, Sitcom, GTVH, Knowledge Resources

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The Researcher

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CHAPTER I

INTRODUCTION

1.1 Background of Research Problem

Nowadays, humor is something that has significant role in daily life. At first sight, humor is easy to define. Humor is what causes amusement, mirth, a spontaneous smile and laughter (Vandaele, 2010; Lopez, 2017). It means humor is something that create or produce funny thing in order to amuse people and make them laugh. Everything that triggers people to smile or even laugh in funny situation will relate to humor.

The term of humor cannot be separated from human society. Humor can be found in any aspects in human life, such as in education, literature, and also entertainment. In entertainment, humor is something that are needed to make the audience amused. Gourevitch claimed that humor or comedy is a miscellaneous genre activated by a plurality of impulses: farce, humor, satire, and irony (Gourevitch, 1975; Attardo, 1994). One of various entertainment in Indonesian Television that contain humor is situation comedy.

Situation comedy or known as sitcom can be define as comedy that created by putting characters in humorous situation (Grote, 1983; Hicks, 2014). This kind of comedy was developed since the 1985s and has been moving head more liberal topics. According to Naggy (1997; Alharthi, 2016), the existance of sitcom become significant in modern media due to the fact that humor is a powerful and influential ‘attractor’ of different audiences from different social and cultural backgrounds.

Most sitcoms prioritize upper-middle-class families of proffesionals and business people, but the extensive majority were not successful series (Edgerton & Rose, 2005). Working class family sitcoms were relatively rare through most of the nearly six decades of broadcast network television. In working-class sitcoms of the period, the man is more or less a comic, dumb, incompetent, irresponsible, immature, lacking good sense. In most middle-class series, both parents were intelligent, sensible, and mature. They were calm and kind, in rigid contrast to the hysteria that represent the slapstick comedy of working-class series.

In relation to the classification of humor, Shade (1996) mentioned that there are four categorization of humor. They are figural, visual, auditory and verbal humor. Figural humor focuses on humor that can be found in comics, caricature, movies, and so on. Visual humor focuses on clowning and impersonation used as visual cues to create the humor. Auditory humor that use impressions, noises, and sounds to produce the humor. Verbal humor is like pun, riddle, anecdote, and the like depends on the use of language to deliver the humor. Based on those types, the researcher has an interest to do the research that focus on verbal humor.

To give more understanding, the researcher has found a number of studies that relates to humor. The researcher also found some studies that relate to figural, visual, auditory and verbal humor in order to support this research. Below are the elaboration of researches that conducted in the field of humor.

There are some relevant studies that have been conducted relates to humor. They are Lipitt (1991), López Gonzáles (2017), and Scheel & Gockel (2017). In his research, Lipitt (1991), the result of the research is to explore the important connection between laughter, the sense of humour and individual freedom, by

comparing and contrasting two views of the function of laughter: Bergson's theory of laughter as a social corrective, and Nietzsche's view that laughter is the appropriate response to the ultimate liberation of an individual.

López Gonzáles (2017) paid attention in analyzing the humor which contain in the translation of animated films to reveal which are the humorous elements used in the creation of humor. The results of her study is to show how humour can be triggered for audiences of all ages from the original version films. Scheel & Gockel (2017) did a research in providing an overview of conceptualizations of humor, the most prominent theories, and theories that may be a useful foundation for research on humor at work. Measures of (usually self-assessed) humor range from more trait-focused and internal perspectives to humor styles and humor in work contexts.

There are a number of studies that have been conducted in figural humor, they are Nyoni et al., (2012), Shahaf et al., (2015) and Saputri (2018). First, Nyoni et al. (2012) research looked at the role of a newspaper cartoon. The analysis reveals that although cartoons are perceived by the ordinary reader as primarily meant to tickle them into laughter, on a more serious level they are meant to comment on goings-on in a particular society with the aim of a better and improved society.

Shahaf et al., (2015) focused in identifying humorous cartoon captions. The researchers analyzed the caption pairs and find significant differences between the funnier and less-funny captions and they build a classifier to identify funnier captions automatically. Saputri (2018) focused on analyzing the types of humor and gender stereotypes in 9GAG memes. In analyzing the types of humor, the

researcher used the theory from Shade (1996) and to find out the how the gender stereotypes were described in 9GAG memes, the researcher used the theory from Spence, et al., (1979).

In visual humor, the studies were conducted by Shifman (2007), Venkatesh & Senthilkumar (2015) and Chandrasekaran et al., (2016). Shifman (2007) did a research that rely on internet-based comic texts. The main focus of the research is on one of the most prominent manifestations of humorous communication in the present era – Internet-based humor. Venkatesh & Senthilkumar (2015) did a research that focus on humor in advertising. The purpose of this paper 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 were also analyzed here. Chandrasekaran et al., (2016) did a research about understanding and predicting visual humor. They analyzed the humor manifested in abstract scenes and design computational models for them and then analyze the funny scenes and explore the different types of humor depicted in them via human studies.

In auditory humor, some studies were conducted by Buijzen & Valkenburg (2004), Jewell & Louise (2012), and Adrjan & Basols (2017). In Buijzen & Valkenburg (2004) research, the researchers analyzed the content of humorous television commercials to investigate whether and how humor techniques cluster into higher order humor categories and which humor techniques and categories characterize commercials aimed at different audience groups. Jewell & Louise (2012) paid attention in discussion of parody raises interesting definitional and moral issues by concentrating on musical parody. Adrjan & Basols (2017) did a

research that has the focus on the translation of phonological jokes. The researcher found out that the kind of joke exists across multiple languages and cultures.

The researcher also found some studies about verbal humor, which is the topic of this research, that have been conducted by Mirjami (2010), Bin Tahir (2011), Cendra (2016) and Korostenskienė & Pakrosnytė (2017). In his research, Mirjami (2010) analyzed verbal humor in verbally expressed humor in the American television series. In this study, the ways in which verbally expressed humor is constructed and how it is used for both character setting and illustrating relationships between characters are explored. Bin Tahir (2011) analyzed the types of verbal humor in a comedy talk show that is well known in Indonesia. This research focuses more on linguistic parts in verbal humor. Then at the discourse level will use discourse analysis on the background cultural back and essential humor in the talk show.

Cendra (2016) did a research in verbal humor that found in a radio drama series. The main focus of the research is to investigate the types of verbal humor and analyze verbal humor linguistically using the General Theory of Verbal Humor (GTVH). Korostenskienė & Pakrosnytė (2017) in their research analyzed the verbal humor in comedy TV-series which very popular in America and well known in many countries in the world. They analyzed the utterances in the comedy TV-series which found many verbal humor there and transcribed it into written form of humor based on script and incongruity.

Speaking about verbal humor, there is a wider theory of verbal humor proposed by Attardo and Raskin in 1991; General Theory of Verbal Humor (GTVH). The theory is claimed to be able to analyze all kinds of humorous text

(Attardo, 1994). This theory is a revision of previous theory that proposed by Raskin in 1971, the Script Semantic Theory of Humor (SSTH). GTVH is focuses on linguistics at large scope than only in semantic as SSTH does. In GTVH, there are six parameters that used to analyze the types of verbal humor, which called Knowledge Resources (KRs). The six KRs are Script Opposition (SO), Logical Mechanism (LM), Situation (SI), Target (Ta), Narrative Strategy (NS), and Language (LA). These parameters allow comparison between one humor to another.

There are two reasons why this research is needed to be conducted. First, in previous explanation, the related research tend to choose talk show, television commercials, and internet-based comic text as the object of the research, so this cause the researcher took sitcom as the object. In this research, the objects were taken from two different sitcoms that have different social class; *OK-JEK* and *Tetangga Masa Gitu*. In *OK-JEK*, the sitcom more focus on the real life of working-class people, while in *Tetangga Masa Gitu* features the real life of middle-class people. This makes the researcher interested to analyze it.

Secondly, the researcher figured out the types of verbal humor in sitcoms between *OK-JEK* and *Tetangga Masa Gitu* by comparing them in order to find out the differences and similarities in using certain types of verbal humor which has never been conducted before. In this research, the researcher not only find out the types of verbal humor, buat also analyze it by using the General Theory of Verbal Humor to analyze the types of verbal humor that have been found in the two objects.

1.2 Identification of Research Problem

Based on the background of the research, there are three aspects can be analyzed in verbal humor. First, it can be analyzed from the perspective of the participant depend on the social class, whether it is individual or group of people. Second, verbal humor can be analyzed by differentiation of gender perspective between male and female or groups of male and female. Third, verbal humor can be analyzed by the cultural background perspective, whether it is one individual, group of people, or comparing these two to see the generalization of verbal humor use and its production.

1.3 Limitation of Research Problem

Based on the identification of the problem, the researcher limited the research only in one perspective which is verbal humor and the relation to perspective of the participant of the objects depend on the social class. In this research, the researcher analyzed the types of verbal humor that used by the characters in sitcoms *OK-JEK* and *Tetangga Masa Gitu* and analyzed the types of verbal humor found in both sitcoms by using the General Theory of Verbal Humor (GTVH).

1.4 Formulation of Research Problem

Based on the limitation of the problem above, the formulation of the research is formulated into “What are the differences and similarities of verbal humor found in sitcoms *OK-JEK* and *Tetangga Masa Gitu*?”

1.5 Research Problem

Based on the formulation of the problem above, the researcher formulates the research questions as follows:

1. What are the differences and similarities of the types of verbal humor between sitcoms *OK-JEK* and *Tetangga Masa Gitu*?
2. How are the types of verbal humor found in sitcoms *OK-JEK* and *Tetangga Masa Gitu* analyzed by using General Theory of Verbal Humor (GTVH)?

1.6 Purpose of The Research

To finish this research, the researcher has two purposes as follows:

1. To find out the differences and similarities of the types of verbal humor between sitcoms *OK-JEK* and *Tetangga Masa Gitu*
2. To find out how the types of verbal humor found in sitcoms *OK-JEK* and *Tetangga Masa Gitu* are analyzed by using General Theory of Verbal Humor (GTVH)

1.7 Significance of The Research

Theoretically, this research can hopefully be useful for the next researcher to give more understanding in the field of humor research particularly in the types of verbal humor. Practically, this research can give more contribution related to the further research to conduct a research in the field of verbal humor with different analysis.

1.8 Definition of Key Term

Humor : Something that produce funny thing in order to make people laugh.

Verbal Humor : A humor that created from spoken words.

Situation Comedy : A radio or television comedy series that involves a continuing cast of characters in a succession of episodes.