

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Research

Language develops people to grow and build interaction. One of the ways to develop language is joking which is common to strengthen the sense of closeness. In the era of globalization many people use various media to express their language, such as entertaining others with a humorous language. People usually use language of humor as the entertainment in their life. This signifies that humor is increasingly important in social life.

According to Ross (1998, p.2), humor is “something that makes people laugh or smile”. Getting a sense of humor is related to social context around the speaker and hearer. Providing a variety of different goals depends on situational context, relationship between speakers, etc. The speaker can't force hearer to laugh because the jokes that is served, there might be a target for the humour, an institution or a set of beliefs serious, and the most important thing is the situation among speaker and hearer when jokes currently occur.

Norrick (1993, p.2) stated that “conversation is the natural home of punning, allusion, and joking; the various forms of humor in their natural conversational contexts require an investigation”. He claimed that in order to fully understand how joking can express aggression and build rapport, people needs to view joke-telling punning and teasing in relation to power solidarity and distance and in light of the principles of politeness and cooperation. Joking drives people to be closer and rapport each other. In conveying the humor, people need to understand what is considered funny to keep the conversation enjoyable.

Internet is inseparable for people nowadays. The beginning of the internet has brought about diverse opportunities for sharing information and knowledge in various languages. Everyone is free to make and share a content to receive a feedback on internet. In the past people had to buy books for reading and watching comedies in television, but since 1994 internet evolved rapidly therefore people can read and watch through internet. The importance of the internet grows rapidly in all fields of human life, including not only research and education but also marketing and trading. Marketing and trading includes entertainment and hobbies which one is a comedy. Comedy as entertainment has its own fans and people could access it by browsing it on internet, such as Wattpad, Tumblr, comic webs. As the humor enthusiast now there is a new alternative by browsing and reading humorous thing like novel and comic through Wattpad, Tumblr, and its official websites.

Two people could get a sense of humor if they understand the whole meaning of the utterance. An explicit understanding is not enough to communicate, because the message is not only explicit but also implicit. In understanding the implicit meaning of an utterance, the implied meaning is not limited to what was said but also what is not said by the speaker. The main point of clear communication is the speaker should mutually understand the utterance meaning. Thus, the speaker and the hearer should be cooperative for successful communication. When the speaker catches the meaning, the purpose of joking in a dialogue could be successful, but if the hearer cannot catch the meaning, the conversation could be rigid and the purpose of joking is failed. In general, a humour in a situational context is to make the hearer laughing. When two people are in conversation, the humour could be unexpected and unpredictability occurred. As the hearer has their own perception of the context of a conversation, the speakers appeared to have something different and think that is not expected by hearer. The speakers create a beginning perception and outwit at the end of conversation to give unpredictability utterance.

Based on the explanation above, the writer is interested in analyzing the implied meaning of an utterance based on the theory of implicature by Grice (1989), theory of humor by Ross (1998) and theory of context by Leech (1983). Specifically, the writer is interested in analyzing the implicit meaning and the existence of humor in comic strips in *Carbon Dating* web comic because this comic strip mostly illustrates the association among young generation.

The example of data analysis in comic strip in *Carbon Dating* web comic.

Datum 1:

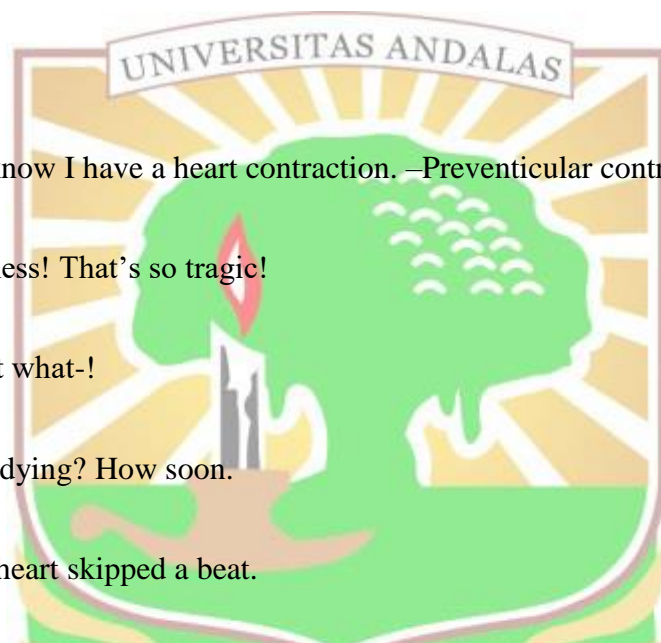
Craig: You should know I have a heart contraction. –Preventicular contractions

Date: Oh my Goodness! That's so tragic!

Craig: No, that's not what-!

Date: Wait, are you dying? How soon.

Craig: It means my heart skipped a beat.



## CARBON DATING

A COMIC STRIP ABOUT SCIENCE, PSEUDOSCIENCE, & GEEKY RELATIONSHIPS



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CARBONCOMIC.COM

When Craig said he perceives a skipped heart beat it means that Craig is being excited and nervous whenever he met his date, but the response of Craig's date is not expected by

Craig, because of this unexpected expression or response from Craig's date so it leads to humor perspective as implied by readers who read this dialogue. It has given the intention on humor, as Craig misinterprets the response who is actually intended by his date. Dealing with Grice's maxim, Craig's date' is violates the maxim of relevant by saying "Wait, are dying? How soon" The date misunderstood what Craig actually meant because Craig mentioned at the beginning that he had a heart condition. Besides, the answer of Craig's date is not the answer that is relevant to the question. It leads to different topics in relation to the maxim of relevance which is should be has relation between the question and answer.

This topic is chosen because many similar pieces of research that have been found out did not talk about the humorous comic strip that illustrates the association among young generation, typically the previous research only described the implicature from comic strips for children. In this research, the writer is intended to determine implicature and the humour existence in the teenage comic strips. This research is based on implicature by Grice (1989), theory of humour by Ross (1998), and theory of context by Leech (1983).

### **1.2 Identification of the Problem**

The research problem proposed is to find out the implied meaning and the existence of humour in comic strips in *Carbon Dating* web comic. This problem is presented in the following research question.

1. What are the implicature found in the humorous comic strips in *Carbon Dating* web comic?

### **1.3 Objective of the Research**

The reader's perspective in assessing humor is different. Readers can't get the humor if they don't think it is funny. Readers should refer to the situation and context. Specifically,



the objective of this research is to identify the implicature in the comic strips which supports the occurrence of humor in *Carbon Dating* web comic.

#### **1.4 Scope of the Research**

This research focuses on the implied meaning in the humorous comic strips in *Carbon Dating* web comic within the scope of pragmatics study called implicature and humour. In *Carbon Dating* web comic, there are three chapters of comic strips. Chapter I is entitled *Experiments in Cohabitation* posted on 2013, chapter II is entitled *Geeks in Love* posted on 2014, and chapter 3 is entitled *Sounds Sciencey* posted on 2015. This study is limited on analyzing the *Geeks in Love* because this theme is currently happening among young generation and this chapter is the most popular than the other chapter. This is evidenced by the number comments.

#### **1.5. Methods of the Research**

The methods of research are elaborated as follows.

##### **1.5.1 Collecting The Data**

In collecting the data of research, the comic strips which were taken from *Carbon Dating* <http://carbon-comic.com/website> is the primary data. *Carbon Dating* is a bi-weekly comic strip published free online and also found in two national magazines in America; The *Skeptical Inquirer* and *Skeptic Magazine*. There were three chapters that posted in *Carbon Dating* web comic. These three chapters appeared from 2013 to 2015. After 2015, this website was not published anymore. Chapter I is entitled *Experiments in Cohabitation* posted on 2013 from April 4th until December 30th. There are 63 comic strips in this chapter. Chapter II is entitled *Geeks In Love* posted on 2014 from January 2nd until December 29<sup>th</sup>. Chapter III is entitled *Sounds Sciencey* posted on 2015 from January 1st until November 12<sup>th</sup>. In chapter III there are 106 comic strips. The writer chooses the data based on the appearance of jokes. The topics related to interpersonal relation among young generation which taken

from chapter II which is entitled *Geeks in Love*. In chapter II there are 106 comic strips, but then the writer only chooses 15 comic strips stories that contain humorous sense on it. The data which have been chosen are then analyzed to find out the conversational implicature.

### 1.5.2 Analyzing The Data

The data were analyzed by using pragmatic identity method (Sudaryanto, 1993, p.15) in order to get the implied meaning in humorous comic strips in *Carbon Dating* web comic. The meaning of utterances was interpreted by analyzing the context and situation which were shown by the pictures of the comic strips. Then the writer analyzed the utterances that make the comic strips have humorous sense and relate the utterances with the theory of the maxim. The comic strips in web comic. *Carbon Dating* were analyzed by using implicature theory by Grice (1989), humour theory from Ross (1998), and theory of context from Leech (1983). Grice's theory on implicature helps the writer to clarify the intuitive difference between what is expressed literally in a sentence and what is merely suggested or hinted at by an utterance of the same string of words. Then, Ross's theory on humour assists the writer in understanding of the elements that make things or situations could be funny therefore it leads to the humorous context. The theory of context from Leech helps the writer in analyzing humour and implicature based on the context.

### 1.5.3 Presenting The Result of Analysis

The result of the analysis is presented descriptively in verbal statement to explain implied meaning in humorous comic strips in *Carbon Dating* web comic in the table. Also, the violation of maxim resulting into implicature and containing humorous sense in the utterances is recapitulated and presented into a table for easily showing the result of analysis.