# VIOLATING AND FLOUTING MAXIM TO CREATE HUMOR IN YES DAY MOVIE

THESIS



# BY: ADDIN AQILLA PUTRI PRAMISTHI INDI AKBAR ISLAMI REG. NUMBER A03219003

# ENGLISH LITERATURE DEPARTMENT FACULTY OF ADAB AND HUMANITIES UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA 2023

# DECLARATION

I am the undersigned below:

Name	: Addin Aqilla Putri Pramisthi Indi Akbar Islami
NIM	: A03219003
Department	: English Literature
Faculty	: Adab and Humanities
University	: UIN Sunan Ampel

declare that the thesis entitled:

Violating and Flouting Maxim to Create Humor in Yes Day Movie is my own work, and not a plagiarism/fabrication in part or in whole.

If in the future it is proven that this thesis results from plagiarism/fabrication, either in part or whole, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

> Surabaya, June 21, 2023 Who makes the statement

Addin Aqilla Putri Pramisthi Indi A.I Reg. Number. A03219003

# **APPROVAL SHEET**

# VIOLATING AND FLOUTING MAXIM TO CREATE HUMOR IN YES DAY MOVIE by Addin Aqilla Putri Pramisthi Indi Akbar Islami Reg. Number A03219003

approved to be examined by the board of examiners of English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya

Surabaya, June 21, 2023

Advisor 1

Endratno Pilih Swasono, M.Pd. NIP. 197106072003121001

Advisor 2

Raudlotul p. Ling. nn

NIP. 197810062005012004

Acknowledged by The Head of the English Literature Department

Endratno Pilih Swasono, M.Pd. NIP. 197106072003121001

# EXAMINER SHEET

This is to certify that the Sarjana thesis of Addin Aqilla Putri Pramisthi Indi Akbar Islami (Reg. Number A03219003) entitled Violating and Flouting Maxim to Create Humor in Yes Day Movie has been approved and accepted by the board of examiners for the degree of Sarjana Sastra (S.S.), English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya.

Surabaya, July 4, 2023

Board of Examiners:

Examiner 1

Endratno Pilih Swasono, M.Pd. NIP. 197106072003121001

Examiner 3

Suhandoko, M.Pd. NIP. 1989052820180110022

Examiner 2

Raudtotul Jannah, M. App. Ling. NIP. 197810062005012004

Examiner 4

Prof. Dr. A. Dzo ul Milal, M.Pd. NIP. 196005152000031002

cknowledged by: aconty of Adab and Humanities Ampel Surabaya Molanimad Kurjum, M.Ag. BL NIP 196909251994031002



#### LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama	: Addin Aqilla putri pramisthi Indi Arbar Islami
NIM	: A03219003
Fakultas/Jurusan	: Adab don Humaniora / Sastra Inggris
E-mail address	: addinaqiuaq@gmail. Com

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Ekslusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 19 Juli 2023

(

Penulis

Addin Aqilla Putri nama terang dan tanda tangan

)

#### ABSTRACT

# Islami, A. A. P. P. I. A. 2023. Violating and Flouting Maxim to Create Humor in Yes Day Movie. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Endratno Pilih Swasono, M.Pd., (II) Raudlotul Jannah, M. App. Ling.

The study is aimed at analyze the application of violating and flouting maxim (the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner) done by characters to create humor. It also aims to investigating humor style (affiliative humor, self-enhancing humor, aggressive humor, and selfdefeating humor) used by the characters in the Yes Day movie. There are three problems to be solved in this study, namely: (1) how are the violating maxims done by the characters to create humor in Yes Day movie, (2) how are the flouting maxims done by the characters to create humor in Yes Day movie, (3) what styles of humor are employed by the characters in Yes Day movie based on the violating and flouting the maxim they do.

This study uses qualitative approach in relation to the use of clear and systematic description about the phenomena being studied. Descriptive study in textual analysis was applied in this study to analyze conversation of the characters through the script of Yes Day movie. The data were collected by first transcribing the Yes Day movie. The transcription was then analyzed by identifying the types of humor style by applying suitable codes in the appropriate text. The analysis was continued by identifying the application of violating and flouting maxim on those humor.

This study reveals that all violating and flouting the maxim are applied in the movie also all of the humor style too. In the relationship between humor and maxim, the author finds that humor occurs because the characters in the movie violate and flout the maxim. The results of this study showed that the characters flouted all maxims and violated three maxims, some even violated and flouted more than one maxim. They violating the maxim with the aim that the listeners will not know its true meaning. Whereas when flouting the maxim, the characters deliberately lie with the aim that the listener will understand the meaning of what they say. The most prominent style of humor is affiliative humor, where characters say things, they find funny as well as make jokes about everyday life. The second style of humor that is often used is aggressive humor. The characters use this humor when sarcastic, mocking, or satirizing others. Self-enhancing humor is humor that is not widely used by characters. Usually, they use this humor style because they cover up their shortcomings or weaknesses with confidence, so they make it funny. The least found style of humor is self-defeating humor. This style of humor is rarely used because the characters do not make many jokes by showing their insecurity.

Keywords: cooperative principle, violating maxim, flouting maxim, humor style.

## ABSTRAK

Islami, A. A. P. P. I. A. 2023. Pelanggaran Maksim untuk Membuat Humor di Film Yes Day. Program Studi Sastra Inggris, Fakultas Adab and Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Endratno Pilih Swasono, M.Pd., (II) Raudlotul Jannah, M. App. Ling.

Penelitian ini bertujuan untuk menganalisis penggunaan pelanggaran maksim (maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara) untuk membuat humor di film Yes Day. Penelitian ini juga bertujuan untuk meneliti gaya humor (humor afiliatif, humor self-enhancing, humor agresif, dan humor self-defeating) yang ada di film Yes Day. di dalam humor yang disampaikan oleh karakter dalam film tersebut. Karena itulah dalam studi ini penulis akan menjawab rumusan masalah dalam penelitian ini yaitu (1) bagaimanakah pelangganaran maksim (violating maxim) yang digunakan oleh karakter untuk meciptakan humor di film Yes Day (2) bagaimanakah pelangganaran maksim (flouting maxim) yang digunakan oleh karakter untuk meciptakan humor di film Yes Day, (3) gaya humor apa yang digunakan oleh karakter dalam film Yes Day berdasarkan pelanggaran maksim yang mereka lakukan.

Penelitian ini menggunakan pendekatan kualitatif untuk mendapat deskripsi yang jelas dan sistematis tentang fenomena yang sedang dipelajari. Studi deskriptif dalam analisis tekstual diterapkan dalam penelitian ini untuk menganalisis percakapan karakter dalam naskah film Yes Day. Data dikumpulkan dengan mentranskripsi percakapan dalam film. Transkripsi kemudian dianalisis dengan mengidentifikasi jenis gaya humor dengan menerapkan kode yang tepat dalam teks yang sesuai. Analisis dilanjutkan dengan mengidentifikasi pelanggaran maxim apakah yang dilakukan oleh karakter dalam membuat humor tersebut.

Hasil studi menunjukan bahwa semua pelanggaran maksim dan semua gaya humor dan telah diaplikasikan dalam film ini. Dalam hubungan antara gaya humor dan pelanggaran maksim, penulis menemukan bahwa humor terjadi karena karakter dalam film tersebut melakukan pelanggaran maxim. Hasil penelitian ini menunjukkan bahwa para karakter melanggar semua maksim, bahkan ada juga yang melanggar lebih dari satu maksim. Mereka sengaja melanggar maksim, violating, dengan tujuan bahwa para pendengar tidak akan mengetahui arti sebenarnya. Sedangkan Ketika melanggar maksim, *flouting*, karakter sengaja berkata tidak sesuai ekspektasi dengan tujuan pendengar akan mengerti maksud terseirat dari yang mereka katakan. Gaya humor yang paling menonjol adalah affiliative, di mana para karakter mengatakan hal-hal yang dianggap lucu serta membuat lelucon dengan tentang kehidupan sehari-hari. Gaya humor kedua yang sering digunakan adalah agresif. Para karakter menggunakan humor ini saat sedang sarkas, mengejek, ataupun menyindir orang lain. Self-enhancing humor adalah humor yang tidak banyak digunakan oleh karakter. Biasanya, mereka menggunakan humor tersebut karena menutupi kekurangan atau kelemahan yang mereka punya dengan percaya diri, sehingga mereka membuatnya menjadi lucu. Gaya humor yang paling sedikit ditemukan adalah self-defeating. Gaya humor ini jarang digunakan karena karakter tidak banyak membuat lelucon dengan menunjukkan rasa tidak percaya dirinya.

Kata Kunci: prinsip kerja sama, pelanggaran maksim, gaya humor.

vii

# **TABLE OF CONTENTS**

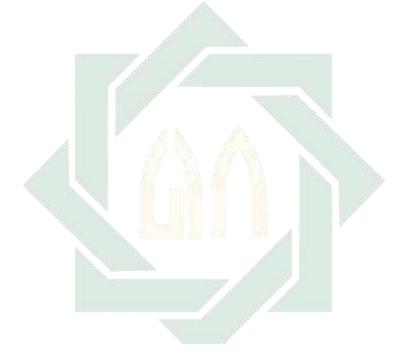
Insert Cover Pagei
Insert Tittle Pageii
Approval Sheetiii
Examiners' Sheetiv
Declaration
Acknowledgements
Abstract
Abstrak
Table of Contents
List of Tables
List of Appendices xiii
CHAPTER I INTRODUCTION
1.1 Background of the Study 1
1.2 Problems of the Study
1.3 Objectives of the Study
1.4 Significances of the Study
1.5 Scope and Delimitation
1.6 Definitions of Key Terms
CHAPTER II REVIEW OF RELATED LITERATURE
2.1 Pragmatic Aspect of Humor
2.1 Pragmatic Aspect of Humor
2.2 Cooperative Principle
2.2.1 Maxim
2.2.1.1 Maxim of Quantity 12
2.2.1.2 Maxim of Quality
2.2.1.3 Maxim of Relation
2.2.1.4 Maxim of Manner 124
2.2.2 Violating Maxim 124
2.2.2.1 Violating Maxim of Quantity
2.2.2.2 Violating Maxim of Quality 15

2.2.3.3 Violating Maxim of Relation	. 16
2.2.3.4 Violating Maxim of Manner	. 16
2.2.3 Flouting Maxim	. 17
2.2.3.1 Flouting Maxim of Quantity	177
2.2.3.2 Flouting Maxim of Quality	
2.2.3.3 Flouting Maxim of Relation	
2.2.3.4 Flouting Maxim of Manner	179
2.3 Humor	119
2.3.1 Affiliative Humor	. 20
2.3.2 Self-Enhancing Humor	. 21
2.3.3 Aggressive Humor	
2.3.4 Self-Defeating Humor	. 23
CHAPTER III RESEARCH METHODS	
3.1 Research Design	. 24
3.2 Data Collection	. 24
3.2.1 Research Data	. 24
3.2.2 Data Source	. 25
3.2.3 Instrument(s)	. 25
3.2.4 Data Collection Technique	. 25
3.3 Data Analysis Technique	. 26
CHAPTER IV FINDINGS AND DISCUSSIONS	
4.1 Findings	. 29
4.1.1 Violating Maxim	. 29
4.1.1.1 Violating the Maxim of Quantity	. 29
4.1.1.2 Violating the Maxim of Quality	. 32

4.1.1.3	Violating the Maxim of Relation	
4.1.1.3	Violating the Maxim of Manner	37
4.1.1.4	Violating more than One Maxim	39
4.1.2 F	Flouting Maxim	40
4.1.2.1	Flouting the Maxim of Quantity	40
	Flouting the Maxim of Quality	
4.1.2.3	Flouting the Maxim of Relation	404
	Flouting the Maxim of Manner	
4.1.2.4	Flouting more than One Maxim	407
4.1.3 H	Humor Style	488
4.1.3.1	Affiliative Humor	
4.1.3.2	Self-Enhancing Humor	52
4.1.3.3	Aggressive Humor	53
4.1.3.4	Self-Defeating Humor	54
4.2 Disc	cussions	555
5.1 Con 5.2 Sug	TER V CONCLUSIONS AND SUGGESTIONS	A
APPEN	IDICES Iix 1	65
лррени	μл 1	

# LIST OF TABLES

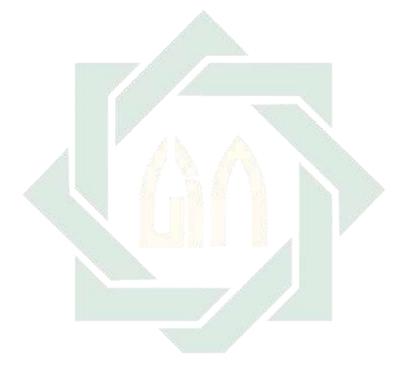
Table	page
Table 3.1 Types of Maxim Codes	26
Table 3.2 Humor Style Codes	27
Table 3.3 Sample Data Sheet	27



# UIN SUNAN AMPEL S U R A B A Y A

# LIST OF APPENDICES

Appendix	page
Table Data of Humor Style and Grice's Maxim in Yes Day Movie	65



# UIN SUNAN AMPEL S U R A B A Y A

# **CHAPTER I**

#### INTRODUCTION

This chapter explains the study's background, problems, objectives, significance, scope and limitations, and the definition of key terms. Therefore, this chapter describes why the researcher was interested in doing this research.

# 1.1 Background of the Study

Humor is often found in everyday life, especially when interacting with others. Humor is the propensity to experience or communicate what is amusing and funny, always accompanied by an emotional response and vocal-behavioural expressions, such as laughing and smiling (Martin & Ford, 2018). People usually incorporate humor into conversations to increase their interest or help others relax. A good laugh makes any conversation so much better. It is a tool that can be used to improve informal communication and relationships between speakers, and also because humor can relieve tensions that people face (Fawaida, 2018). Thus, humor plays an essential function in daily life.

The importance of humor can appear to have the capacity to alleviate pain, boost immune function, enhance positive emotions, moderate tension, dissociate from distress, and enhance interpersonal processes (Gelkopf, 2011). The primary goal of humor is to amuse and induce laughter. It should be the fundamental objective of any fun event. It serves a variety of social tasks but is most often used to lighten up a situation, entertain others, or elicit a good mood. The fundamental purpose of humor in conversation is to generate specific effects through the speaker's use of hilarious segments in his or her discourse (Attardo, 1994, p.322).

1

Humor is a widespread phenomenon with cultural undertones. Various cultures have various interpretations of particular humorous objects. For instance, Westerners and Easterners have fundamentally different perspectives on humor. Westerners view humor as a desirable characteristic of the ideal self, associate it with positivism, and emphasize its significance in daily life. In contrast, Easterners have negative attitudes toward humor. Specifically, the apprehension– disdain complex induces ambivalent attitudes toward humor among Chinese people. Even though the Chinese occasionally recognize the importance of humor in everyday life, they do not perceive themselves to be humorous. Humor is a skill that only specialists possess and is undesirable in the ideal Chinese personality (Jiang et al., 2019). That diversity is what makes humor important and interesting to discuss.

Apart from that, the attachment between humor and intelligence also makes humor interesting to discuss. Recent research indicates that cognitive abilities are essential for humor production or the spontaneous generation of clever ideas. Models of humor (Attardo, 1994; Raskin, 1985) imply that intelligence should plays an essential function in the variability of humor ability. First, verbal humor relies on language-expressed, crystallized knowledge of the world. Witty material utilizes word nuances such as quirky synonyms, word phonology, and polysemy (Aarons, 2012).

Second, creating humor requires accessing and manipulating conceptual material that is distant or incompatible, to jokes that set up and contrast competing situation models, and to rich and elaborate metaphors. Even basic jokes require accessing, maintaining, and integrating incompatible scripts, frames, or mental workspaces, according to theories of humor (Attardo, 1994; Goatly, 2012)

Martin (2003) notes that four distinct sorts of humor can be used in communication. There are four types of humor: affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor. Affiliative humor is used to establish a positive relationship with the recipient. Self-enhancing humor stems from the speaker's negativity (insecurity, inadequacy, or anything awful that happens), but the speaker maintains a positive attitude. The speaker approaches negativity from a new, more amusing perspective. They can laugh at themselves or the ridiculousness of a circumstance. Aggressive humor can be interpreted as threatening or unpleasant if it contains sarcasm or scorn. Self-defeating humor can cause the speaker to act "clownish" to fascinate an audience. Depending on the function, the speaker may speak excessively, be irrelevant, or spew lies. This circumstance results in the speaker becoming uncooperative because the speaker disobeys the guide's directive to be cooperative. Linguistics, particularly the pragmatic branch, explains how to compel individuals to cooperate. It is referred АК to as the cooperative principle.

Grice (1975) established the cooperation concept as the first linguist. He asserts that to achieve effective communication, the speaker must be pertinent, clear or unambiguous, instructive when necessary, and truthful. When a speaker becomes relevant, it indicates that the speaker adheres to the relevance maxim. When a speaker communicates plainly or without ambiguity, it indicates that the speaker adheres to the maxim of manner. When a speaker becomes as informational as required, it indicates that the speaker adheres to the quantity

3

maxim. When a speaker speaks the truth, he or she adheres to the maxim of quality.

The speaker only sometimes adheres to the maxim when expressing humor. At times, the speaker deviates from the maxims. Maxim contains the specific rules the speaker must follow for a prosperous discourse. Grice (1975) observes that interlocutors do not adhere to conversational maxims in some instances of conversational engagement. They deliberately breach maxims in order to convey additional or implicit meaning. Violating any maxim results in conversational implicatures, and the listener must deduce the additional implicit meaning. Apart from the implicatures that may be formed, violating a maxim might result in funny results in spoken conversation (Taberski, 1998). Another reason for breaching this principle is to infuse the produced spoken conversation with a sense of humor.

Today, entertainment is an integral part of daily living. People require amusement to unwind after a hard day of routines and stresses. Humor makes audiences laugh because they find it amusing when others say or do something foolish. It can provide a variety of life reflections in which reality can be reproduced and altered to increase satisfaction (Fawaida, 2018). Entertainment in recent days can be found in many forms and media. One media of them is streaming video applications. Streaming applications are now widely available on almost all devices, such as smartphones, laptops, and even televisions. This streaming application is popular because of the easy access to watching various kinds of movies. One of the streaming applications is *Netflix*. This application presents various movies and series. In addition, various genres are displayed in this application, ranging from horror, drama, thriller, mystery, sci-fi, and even comedy.

Comedy movies are closely related to humor and laughter, making people laugh. One of the fresh comedy movies on Netflix is *Yes Day. Yes Day* is an American family comedy movie released on Netflix on March 12, 2021, directed by Miguel Arteta and based on Amy Krouse Rosenthal and Tom Lichtenheld's children's book of the same name. The screenplay and screen narrative were written by Justin Malen. It stars Jennifer Garner, Édgar Ramírez, and Jenna Ortega.

This movie shows Allison's life changed after being blessed with three children. Her happy life, with lots of "Yes!" everywhere, had to change with "No!" at almost any time. This behaviour made an annoying impression on her children, whether Katie, Nando or Ellie. The nickname dictator was carried by Allison just like that. Until one day, their family, Allison and Carlos, felt they had to improve their relationship with their children. They agreed to do *Yes Day*. With the ground rules that have been agreed upon, for one day there is no "No!" from parents because everything has to be "Yes!".

In addition to the preceding explanation, the researcher analyzed the usage of comedy in the movie *Yes Day* since it includes comedy as one of its genres and features characters that apply Grice's maxim to produce humor. The researcher chose this movie because this movie shows that family movie and drama genres can blend well with the comedy genre in one movie. This movie is calming because it tells a story of a family and their efforts to overcome their problems. This film has a great deal of moral lessons that can be learned, but it is also humorous.

Several previous studies of humor have been conducted in a variety of domains, such as situational comedies (Anggraini, 2014; Amianna & Putranti, 2017; Fawaida, 2018), comedians (Nofitriana, et al. 2014; Puspasari & Ariyanti, 2019), TV series (Dornerus, 2005; Sakti, 2015), talk shows (Zebua, Rukmini & Saleh, 2017; Azizah, 2020), and movies (Palupi, 2006; Pradita, 2010; Izzah, 2016; Puspita, 2017; Ibrahim, Arifin & Setyowati, 2018). Based on previous research, the researcher has determined that maxims are associated with humor. Azizah (2020) pointed out that sometimes, people utilize humor to establish engaging interactions in communication. Humor could sometimes cause a speaker to flout a maxim. Anggraini (2014) also stated that it is essential to conduct a more in-depth investigation of the formation of comedy utilizing the theory of the Cooperative Principle, which states that funny expressions are formed through the flouting of Cooperative Principal maxims.

Humor could sometimes cause a speaker to flout a maxim. Puspita (2017) found that to make amusing utterances, the notable characters in the film *Accepted* disregard all four types of maxims: the maxim of quantity, the maxim of quality, the maxim of style, and the maxim of relation. Currently, disregarding quality maxims is the most common approach to generating humor. Besides that, Fawaida (2018) observed that each amusing statement made by the character she analyzed deviates from at least one of Grice's maxims. She noted that linguistic comedy violates these maxims in order to be humorous.

The use of humor in comedians has been researched by Nofitriana, et al. (2014) and Puspasari and Ariyanti (2019). In their research, the writers analyzed joke techniques and the application of the flouting maxim. Ciptaningdiah (2014) picked Raditya Dika's utterances containing Flouting Maxims and then classified the data based on the flouting maxims. Puspasari and Ariyanti (2019) evaluate an Indonesian comedian and an American comic's flouting of maxims, their joke techniques, and why they flout certain maxims and utilize specific joke techniques. However, several previously cited research indicates that flouting and breaking maxims are frequently used interchangeably.

On the other hand, the above research is distinct from the present study. This research seeks to identify the humor styles in every line of dialogue from the comedy movie *Yes Day* that contain humor. In addition, these utterances are heavily impacted by the situational and cultural contexts in the movie. Therefore, the researcher pragmatically employs Grice's maxims theory to explain the humorous aspect.

The researcher is interested in evaluating humor and Grice's Maxim in the movie *Yes Day* since there are numerous utterances in the movie that are pertinent to the topic of the study. As the movie is a comedy, the researcher discovered a variety of humorous statements that can elicit laughter from the audience. However, not all forms of comedy share the same qualities as the humor styles employed. This study evaluates only those individuals who share the same qualities as the theory of humor styles and will be integrated with Grice's theory of maxims.

# 1.2 Problems of the Study

From the background of the study, the following problems of the study are formulated:

- How are the violating maxims done by the characters to create humor in Yes Day movie?
- 2. How are the flouting maxims done by the characters to create humor in *Yes Day* movie?
- 3. What styles of humor are employed by the characters in *Yes Day* movie based on the violating and flouting the maxim they do?

# **1.3 Objectives of the Study**

In line with the problems of the study above, this study aims:

- To describe how the violating maxims done by the characters to create humor in *Yes Day* movie.
- 2. To describe how the flouting maxims done by the characters to create humor in *Yes Day* movie.
- 3. To identify what style of humor employed by the characters in *Yes Day* movie based on the violating and flouting the maxim they do.

#### 1.4 Significances of the Study

Following this purpose, this research is expected to contribute theoretically and practically. Theoretically, this study can extend or broaden the theoretical perspective of Martin's forms of humor style (2003) and Grice's conversational maxims theory. That is to provide additional information about identifying the styles of humor studied in pragmatics and how maxims are utilized. The researcher thinks this research will aid in the style of humor studied in pragmatic or other language studies and comprehension of Grice's maxims theory. In particular, this research can provide additional insight into how maxims might be used to create diverse forms of humor. It benefits those interested in humor, particularly humor applied in a movie. For those interested in comedy, drama, and family genres, this can assist them in understanding how the characters communicate with each other and make the audience laugh.

The researcher hopes this research will assist students and lecturers at the English Department in their efforts to learn and develop language communication concepts related to Martin's (2003) style of humor, combined with Grice's maxims. To summarize, this research will build on the work of earlier academics and provide additional analyses of communication, language, and humor.

#### **1.5 Scope and Delimitation**

This research analyses the humor style employed by the characters in the movie *Yes Day*. It also examines the proverb employed in the joke. The analyzed aspects are the humorous utterances of the characters, which reveal their humor style and maxims. The researcher solely examines the movie *Yes Day*, released in 2021 on the streaming application Netflix.

#### **1.6 Definitions of Key Terms**

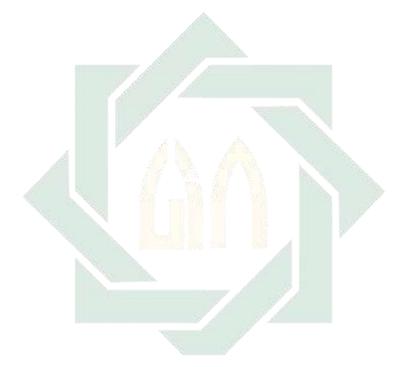
*Humor* is the attribute of being amusing or making someone laugh.

*Grice's maxim* is a part of the cooperative principle that determines what the speaker and interlocutor do to communicate efficiently, rationally, and cooperatively.

*Violating maxim* is when the speaker intentionally does not provide information as expected.

9

*Flouting maxim* is when the speaker intentionally does not provide information as expected with a specific purpose.



# UIN SUNAN AMPEL S U R A B A Y A

## **CHAPTER II**

# **REVIEW OF RELATED LITERATURE**

In this chapter, related theories of this research are presented to assist the background of the study and clarify key terms in the chapter discussed before.

#### 2.1 Pragmatic Aspect of Humor

Pragmatics plays a critical part in the creation of humor. It is because context and intention are required to understand the humor. The significance of the reference is determined by whether or not the speaker and interlocutor share the same referent. Humor is viewed pragmatically as a violation of Grice's Cooperative Principle. It means that the speaker is purposefully unconnected to the intended object. Some forms of communication that violate the CP, such as lies, are socially unacceptable. Nonetheless, humor is distinct. Even though a speaker typically violates the CP when creating humor, it is socially acceptable because the purpose is to amuse. Thus, it cannot be said that a speaker is uncooperative simply because he or she tells jokes or attempts to be humorous (Attardo, 2001)

#### 2.2 Cooperative Principle

In order to avoid misunderstandings and misinterpretations, Grice (1975) put forward a theory suggesting speakers and listeners work together in conversation. This theory is known as the cooperative principle. The theory states that the cooperative principle is a kind of indirect agreement between speakers and their partners to work together in communication. Cooperative conversation occurs when the interlocutors contribute their conversation, as needed where it occurs, to the accepted aim or direction of the conversation. These principles can serve as communication guidelines so that messages can be conveyed concisely and on target.

# 2.2.1 Maxim

Maxim is a fundamental rule that both the speaker and the listener should follow for a successful conversation. Maxim determines what the speaker and interlocutor do to communicate efficiently, rationally, and cooperatively. Grice (1975) divides the cooperative principle into four maxims, which are the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner.

# 2.2.1.1 Maxim of Quantity

Grice (1975) asserts that the maxim of quantity contains two rules. First, the speaker should provide the most informative contribution feasible (in light of the exchange's current aim). Second, the speaker provides what is necessary. In this case, the speaker does not need to give more information than needed. The speaker expresses what should be said without subtracting or adding the necessary information. For example:

Person 1: Pretty necklace. Where did you buy it? Person 2: I bought it at Gadjah's gold shop.

In the conversation above, Person 2 answers person 1's questions according to the questions given and according to the answers required by person 1 without adding any other information.

## 2.2.1.2 Maxim of Quality

Maxim quality also has two additional rules. The speaker ought to make an honest and sincere contribution. The presenters should refrain from saying anything they believe to be false. They are aware that there needs to be more proof (Grice, 1975). Thus, in this context, it is expected that the speaker does not say something that is a lie. They must say something true based on existing facts. For example:

Person 1: Are you already had breakfast?

Person 2: Yes already, I ate fried rice and scrambled egg for breakfast. Person 2 ate the food cooked by his mother this morning. He ate fried rice and scrambled eggs. When he arrived at school, his friend, who was about to take him to the cafeteria, asked him that question. In the example above, Person 1 contributed correct information because he told Person 2 he had breakfast with fried rice.

#### 2.2.1.3 Maxim of Relation

In the maxim of relation, the speaker must be pertinent. The speaker ought to directly connect to the remark they attempt to convey. It must be pertinent to the context or circumstance around the utterance (Thomas, 1995). In this context, a speaker is expected to make an appropriate contribution or relate to the topic discussed in a conversation. For example:

Person 1: Long time no see. How are you? Person 2: I'm good.

In the conversation above, Person 1 asks how Person 2 is doing. Person 2's answer relates to the question posed by Person 1 and does not discuss anything else.

### 2.2.1.4 Maxim of Manner

Speakers must be perceptive when adhering to the maxim of manner. They ought to avoid obscurity of speech, ambiguity, speaking briefly (avoid excessive prolixity), and speaking in an organized fashion (Grice, 1975). Thus, in this maxim of manner, the speaker must speak briefly, concisely, clearly and not convoluted in communicating. For example:

Person 1: Can you turn on the light?

Person 2: Okey.

From the example above, Person 1 told Person 2 to turn on the lights because the room was dark. Person 2 responded with a brief and clear answer.

#### 2.2.2 Violating Maxim

In daily communication, applying the principle of cooperation can be divided into two ways: observing or violating the maxim. Activities that violate the maxim can be divided into two. There are violating and flouting. According to Cutting (2002), violating means that the speaker who violates the maxim knows that the listener does not know the true meaning of the conversation, and they violate the conversation maxim intentionally, resulting in misleading implications by providing inadequate information, saying something wrong, irrelevant, or ambiguous. Therefore, listeners incorrectly assume the intent of the speaker's speech when they have a conversation. The point is that in violating a maxim, the speaker deliberately gives false or incorrect information, where the speaker knows that the listener does not know the true information. For example:

Mother: You bought clothes again?

Daughter: No, this was given by a friend.

In the above conversation, a mother asked her daughter about the new clothes she was wearing. Her daughter replied that the clothes were not bought but given by her friend, while the real incident was that she bought that. In that context, the daughter's answer included violating a maxim. The daughter deliberately lied about her new clothes to prevent her mother from getting angry because she bought clothes too often. She also believed that her mother would not know about his lie.

# 2.2.2.1 Violating Maxim of Quantity

When a speaker provides more or less information than is required, the speaker has violated the quantity maxim. The following is an illustration of a violation maxim of quantity discovered in this conversation,

Person 1: Where are you lately? I looking for you everywhere during this month!

Person 2: I was not here. So, what is the problems?

In the conversation above, Person 2 must respond to a question that Person 1 has posed. However, Person 2's answer is included in violating the maxim of quantity because Person 2 deliberately diverts the conversation and does not answer questions from Person 1 openly. Person 2 deliberately does not give enough answers to Person 1.

#### 2.2.2.2 Violating Maxim of Quality

People will violate certain maxims when conversing to accomplish their objectives. When the speaker may provide false information to the audience, in which case, they violate the quality maxim. For example:

Person 1: "Your dress is cute. Where did you buy it?" Person 2: <u>"I don't know. It's a gift."</u> 15

Person 2 is dishonest and violates the quality maxim in this conversation. She is lying because she did not Person 1 to buy the same dress as her. Therefore, she said that she did not buy it, but it is a gift.

# 2.2.2.3 Violating Maxim of Relation

When a speaker provides inappropriate information or changes the subject of conversation, the speaker has violated the relational principle. The following is an illustration of a violation of the maxim of relation as found in the conversation,

Mother: "Why have you not mopped the floor?"

Daughter: "May I go to the toilet? I have to pee."

The daughter's response to her mother's inquiry is irrelevant in the preceding interaction. One possible explanation for this response is that the daughter attempts to dodge her mother's questioning.

## 2.2.2.4 Violating Maxim of Manner

When a speaker provides confusing or chaotic information, obscurity, incomprehensibility, or prolixity, the speaker has violated the maxim of manner. The following illustrates a violation maxim of quantity discovered in the example below.

Person 1: "Did you enjoy the concert last night?"

Person 2: <u>"There was a huge stage with many people around it. We sang</u> with the band, then at the concert's end, there was a firework."

Person 1 asked a simple question, but Person 2 responded with a lengthy account of what occurred during the event. Person 2's description can be interpreted in two ways: She had such a nice time at the concert that she was overexcited and had no idea where to start; She had a bad experience that she did not know how to complain. So, Person 2's answer is ambiguous.

## 2.2.3 Flouting Maxim

When a speaker fully breaks a maxim principle because they believe the listener will be able to deduce the implied meaning from what they have said, this is referred to as flouting a maxim (Amianna & Putranti, 2017). It indicates that the speaker has added a deeper meaning than the direct one. When flouting maxim, the added conversational implicature is not meant to deceive the other person in the discussion. The intent is to get the receiver to consider alternative interpretations (Thomas, 1995). For example,

#### 2.2.3.1 Flouting Maxim of Quantity

If someone purposefully provides more or less information than is required, they are considered to be flouting the maxim of quantity. It can be interpreted as maxim quantity requires each participant to contribute enough as much as needed by the interlocutor, but if the speaker provides little or too much information than needed (Cutting, 2002). It can be said that the information provided is insufficient, following what the interlocutor needs. For example, when Person 1 and Person 2 are conversing on the phone, one instance of flouting the maxim quantity is.

Person 1: "Hey, where are you?"

Person 2: "I am in my clothes."

In this case, Person 2 provides less information than necessary. Therefore, Person 2 flouts the quantity maxim. In this conversation, it is hoped that Person 1 can know that Person 2 is on his clothes from the information that Person 2 conveys. Therefore, it can be concluded that violations of the quantity maxim can occur because the speaker provides less or excessive information to the listener.

## 2.2.3.2 Flouting Maxim of Quality

When someone says anything that is incorrect or has insufficient evidence, the speaker is classed as flouting a quality maxim of quality. Speakers who flout quality maxims say something vague and unrepresentative of their thoughts (Cutting, 2002). There is another way for the speaker to flout this maxim in the maxim of quality by using hyperbole, metaphor, irony, and satire. For example:

Boss: "Wow! You are such an on-time person! Welcome to the office." Staff: <u>"I'm Sorry, boss! I'm sure it will not happen again."</u>

There is a conversation between the boss and the staff as a flouting maxim. The boss tells a staff who is more than ten minutes late for the work meeting. The boss is flouting a quality maxim. It is because the boss flouted the quality maxim by telling a lie. By praising him, he turns sardonic, implying he is tormenting the staff. The staff apologizes to the boss after noticing the aim of the compliment in what the boss says.

# 2.2.3.3 Flouting Maxim of Relation

If someone responds unrelated to the topic of a conversation, they are seen to be flouting the relation maxim. Speakers who flout the maxim of relation expect listeners to be able to imagine what is not said in their speech and make connections between it and the previous speech delivered by the speaker (Cutting, 2002). The following dialogue is a flouting maxim relation.

Person 1: "Last night, I went to this store, I looked up, and there it was when I saw the cute keychain. It is a keychain shaped like a panda in the cartoon We Bare Bears."

Person 2: "Why have I not kicked your head yet?"

What Person 2 says is identified as flouting the maxim of relation. It is because

Person 2's remark is unrelated to Person 1's assertion, and Person 1 recognizes the

pointlessness of Person 2's statement by responding that she does not care what Person 2 thinks of her. Person 2 intends to demonstrate how disturbed she is when Person 1 gets childlike by expressing her interest in a cute keychain.

# 2.2.3.4 Flouting Maxim of Manner

Suppose the speaker uses obtuse language, does not say succinctly or orderly on purpose, or employs ambiguity on purpose. The speaker is then considered to be flouting the maxim of manner. A flouting maxim of manner is the following exchange between a sister and brother.

Brother: Hey, what is the story behind your new necklace? Sister: Oh, this necklace that you are referring to! I already guess it! I told my boyfriend you would be interested in seeing it. Oh, you have no clue how much he loves me!"

The sister's response is a flouting the maxim of manner. Because the sister responds slowly, she needs to confirm about her necklace that she got from her boyfriend. That is implies too that her brother is not required to get jealous.

#### 2.3 Humor

Humor is a term used to describe something considered amusing, as when someone says something that is beyond the listener's expectations. Therefore, it turns humorous. The listener must comprehend the joke's background to appreciate the humor. It implies that the listener must be familiar with the joke's context to understand it. Martin (2007) defines humor as an emotional response to pleasure or excitement in a social context elicited by jokes and then expressed through smiles and laughter.

Based on Attardo and Raskin (1991), contemporary academic literature contains three general theories of humor style: superiority theory, incongruity theory, and relief theory. Meanwhile, Martin (2003) also has a complete humor theory compared to that theory. There are four distinct styles of humor: affiliative, self-enhancing, aggressive, and self-defeating.

#### 2.3.1 Affiliative Humor

Affiliative humor is humor that tends to tell funny things that aim to strengthen relationships with other people. This style of humor is usually used in benevolence. Individuals high in this category often use humor as a way to charm and entertain others, relieve tension and improve relationships. Individuals who have affiliative humor are often spontaneous in telling their jokes, frequently participating in witty banter, and laughing with others. The characteristics of someone who employs affiliative humor are extraverted, cheerfulness, selfesteem, intimacy, relationship pleasure, and a predominance of pleasant moods and emotions (Martin, 2003, p. 53).

Based on the explanation above, it can be concluded that individuals with high scores on this aspect have a tendency to tell funny things, make jokes, entertain others, use humor to strengthen relationships with others, and to reduce interpersonal tension. This aspect of humor does not hurt others and aims to increase interpersonal cohesiveness.

For example, the context is that Person 1 and Person 2 live in Jakarta, the city where Monas (National Monument) is located. They were chatting at night.

Person 1: Which one is closest, the star or Monas? Person 2: "Of Course, the Monas one." Person 1: "<u>No, it is the star. Because from here, you cannot see Monas,</u> <u>but you can see the star."</u>

It is an example of affiliative humor. Person 1 says things that are not following what the Person 2 think should. Of course, the answer that most listeners expect is Monas, but Person 1 instead answers star. That answer is not wrong, and it is just that there lies the funny point when the answer does not match the listener's expectations. The logical answer is Monas which is closer because they are in Jakarta. However, based on visibility, Monas cannot be seen from where they are chatting, while the stars can be seen even though it is far away in space. Person 1 says funny things in order to strengthen his relationship with Person 2, that is why it is called affiliative humor.

#### 2.3.2 Self-Enhancing Humor

Self-enhancing humor is a style of humor associated with having a goodnatured attitude towards life, having the ability to laugh at oneself, one's circumstances and the privileges of life in a constructive, non-detrimental way. It is used by individuals to enhance themselves internally, in a positive way (Martin, 2003, p. 53).

Based on the explanation above, it can be concluded that self-enhancing humor refers to the tendency to maintain a humorous outlook on life even when one is not with other people, to be often amused by life's oddities, to maintain a humorous perspective even in the face of stress or adversity, and to use humor as a coping mechanism. Self-enhancing humor is useful for increasing levels of selfesteem, optimism, and psychological well-being, as well as reducing levels of depression and anxiety. For example:

"I'm dining at the canteen, then whenever I see one of my friends there, they constantly welcome me with, 'What do you do here?' then I answered with 'Hey! Do you believe I'm in a canteen to groom my cat?'"

The speaker discusses humorous aspects of life. She may feel uneasy if they or someone else pose the same questions to which the obvious answer is evident. Nevertheless, she incorporates it into a humor that demonstrates her positive emotion by continuing to be pleasant. That is why this example called selfenhancing humor.

#### 2.3.3 Aggressive Humor

Aggressive humor is a style of humor that has the potential to harm other people. This type of humor is characterized by the use of sarcasm, ridicule, teasing, criticism, and other types of humor that are used to demean others. Aggressive humor often ignores the impact on others. Prejudice such as racism and sexism is considered a style of aggressive humor. This type of humor may sometimes seem like playful fun, but sometimes its underlying intention is to hurt or belittle other people (Martin, 2003, p. 54).

Based on the explanation above, it can be concluded that Aggressive humor is the tendency to use humor for the purpose of criticizing or manipulating others, in sarcasm, teasing, mocking, or belittling, and has the potential to result in hostility.

For example, the context is when Person 1 and Person 2 is in the same room, Person 2 looks at Person 2 who has a bald head.

Person 1: Why are you looking me?

Person 2: <u>Your face is just radiant. I will not require any light while I am</u> with you.

It is an example of aggressive humor since the speaker teases the interlocutor. Person 1 makes a joke by using Person 2 as his material, saying that his face is Person 1's radiant so that it makes the surroundings bright without the need to turn on the lights again. That shows that Person 2 is superior to Person 1.

#### 2.3.4 Self-Defeating Humor

Self-defeating humor is a style of humor characterized by the use of humor that is potentially self-defeating in order to gain approval from others or within a group. Self-defeating humor aims to please others by being the center of the joke. This style of humor is sometimes seen as a form of rejection where humor is used as a defense mechanism to hide negative feelings about oneself (Martin, 2003, p. 54).

Based on the explanation above, it can be concluded that self-defeating humor is humor that is used to belittle oneself, tries to amuse others by doing or saying funny things about oneself, and laughing with others when ridiculed or belittled. For example, the context is when the speaker in the garden that has chair in there with her friend. She has fat body.

"I'm obese, and I think I can break this chair when I sit in it, even if I only touch it."

URABAYA

It is called self-defeating humor because the speaker jokes about herself. She uses her weakness which is her fat body, to entertain her friend.

# **CHAPTER III**

## **RESEARCH METHODS**

The third chapter of this research describes the method utilized by the researcher for data collection and analyzing the data. Included in this are research design, data collection, and data analysis.

# 3.1 Research Design

This research used a qualitative approach. This research requires a method that focuses on in-depth observation to understand the meaning of the dialogue by the characters in the *Yes Day* movie. Qualitative research is always descriptive, as data is gathered through words or images rather than statistics (Bogdan, 1992). Qualitative research is a technique that guides the process of comprehending, analyzing, and constructing theories. The descriptive qualitative method is used to collect and analyze data from the characters' utterances in *Yes Day* movies, which consist of humor. It also describes how the violating and flouting maxim by the characters in *Yes Day* movie generates humorous discourse.

К

# 3.2 Data Collection

This section contains research data, data sources, instruments, and techniques for data collection.

# 3.2.1 Research Data

This research data consists of words, phrases, or sentences from the characters spoken in the *Yes Day* movie, that are included in the humor. The researcher analyzed humor of the characters spoken to determine their humor

style. The researcher also analyzed how the violating and flouting maxim used by the characters to create humor.

#### 3.2.2 Data Source

In this research, the data was gathered based on the utterances by the characters in the *Yes Day* movie on the streaming platform *Netflix*. This movie lasts about 1 hour, 29 minutes and 51 seconds. *Yes Day* is one of the fresh American family-comedy movies directed by Miguel Arteta and produced by Grey Matter Production and Entertainment 360. The subject of this study is all of the characters who violate and flout the maxim in this movie.

#### 3.2.3 Instrument(s)

This study's most significant instrument was the researcher herself. This is because the researcher was responsible for data collection, data analysis, data description, and conclusion reporting. The researcher required a laptop to watch *Yes Day* movie and transcribe the dialogue of its characters.

### 3.2.4 Data Collection Technique

The researcher gathered data in the following manner:

#### **1. Watching the Movie**

First, the researcher observes the entirety of the movie. The researcher watched the movie several times in order to understand the meaning of the movie.

#### 2. Downloading the Transcription

After watching several times, the researcher downloaded the transcription of *Yes Day* movie in <u>Yes Day (2021) Movie Script | Subs like Script</u>. After downloading and reviewing the transcript, the researcher compared it to the movie to determine whether it was accurate. The researcher then observed the movie until she understood and discovered the humor and the maxim in the characters' dialogue.

#### **3.** Collecting the Data

The researcher underlined the sentences that indicated humor for collecting all of the data. The researcher also coding the humor style and the maxim to identifying the data.

#### a. Identifying

The researcher determined violating and flouting maxims in the humor. For determining the data, the researcher applied codes to mark the violating maxim, and they are violating maxim quantity (VQn), violating maxim quality (VQl), violating maxim relation (VR), violating maxim manner (VM), and violating more than one maxim (VMO). For the flouting maxim, they are flouting maxim quantity (FQn), flouting maxim quality (FQl), flouting maxim relation (FR), flouting maxim manner (FM), and flouting more than one maxim (FMO).

Turnes of Moving	- of the second	Codes
Types of Maxims	Violating	<b>Flouting</b>
Quantity	VQn	FQn
Quality	VQl	FQl
Relation	VR	FR
Manner	VM	FM
More than one	VMO	FMO

Table 3.1 Types of Maxim Codes

After determining maxim, based on Martin's (2003) theory, the researcher identified four humor styles: affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor. The researcher underlined humorous words, phrases, clauses, and sentences. Additionally, the researcher utilized codes to identify the humor style. They are affiliative humor (AF), self-enhancing humor

(SE), aggressive humor (AG), and self-defeating humor (SD).

Table 3.2	Humor	Style	Codes
-----------	-------	-------	-------

Humor Style	Codes
Affiliative Humor	AF
Self-Enhancing Humor	SE
Aggressive Humor	AG
Self-Defeating Humor	SD

#### 3.3 Data Analysis Technique

The researcher used the actions below to analyze the data.

#### a. Classifying

The next step in analyzing the data after identifying it is classifying. The

researcher categorized the data based on the humor style and varieties of violated

and flouted maxims.

				rices's	Maxin	1 Charles			т	Tumo	n 64-1	0
Data	П	Viola	ting	TN	JA	Flout	ting	M	p		r Styl	e
	VQn	VQI	VR	VM	FQn	FQI	FR	FM	AF	SE	AG	SD
Katie: Mom?	2	$\sim$		n d	3.	$\mathcal{N}$	-di-	5		.8,	26.	
Fleekfest?												
Dad said												
he's okay												
with me												
going if you												
are.												
			$\checkmark$				$\checkmark$					
Allison: Oh,												
he did?												
Nando:												
Wait, you're												
going to a												
freak fest?												
Awesome.												

#### **Table 3.3 Sample Data Sheet**

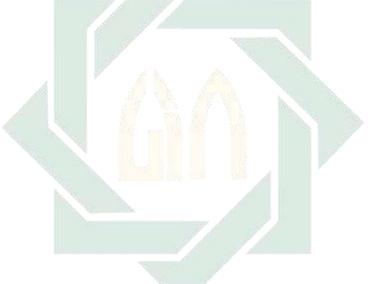
You can						
finally be						
with your						
people.						

#### **b.** Drawing Conclusion

The final phase in data analysis was to conclude. The researcher deduced a

conclusion from the data's outcome. The Conclusion contains succinct

explanations for the result.



## UIN SUNAN AMPEL S U R A B A Y A

#### **CHAPTER IV**

#### FINDINGS AND DISCUSSIONS

This chapter focuses on the research findings and the discussion. This chapter describes the humor style employed by the characters in the *Yes Day* movie. It is also providing the violating and flouting maxim they employed to deliver the humor.

#### 4.1 Findings

This part is intended to show the findings of the data analysis. This part addresses two main issues. The first issues relate to the characters' use of violating and flouting maxims when conveying humor. The second issues are the humor style employed by the characters in the *Yes Day* movie by Martin's theory of humor style.

#### 4.1.1 Violating Maxim

A speaker is determined as violating the maxim when they intentionally disobey the maxim principle because the speaker implies that the hearer is unable to infer the implied meaning of what is said. The characters in *Yes Day* Movie violating all of the maxims, which is maxim of quantity, quality, relation, and manner. The character also violates more than one maxim.

#### 4.1.1.1 Violating the Maxim of Quantity

When a speaker provides more or less information than is required, the speaker has violated the quantity of maxim.

**Context:** A spectator at FleekFest suddenly talks about the makeup on his face to other spectators nearby. He was touched and cried when Allison, a mother, managed to find Katie, her child, among the crowd of spectators. The mother and child hugged and apologized to each other in the presence of the entire audience because they were in the middle of a concert venue. Therefore, one of the spectators then complained that if he cried, the glitter around his eyes would fall off, even though it took him 2 hours to make it.

#### Audience Oh, my tears. They're gonna make my glitter fall off. Ugh, I spent about two hours putting this bedazzle on.

The excessive information he threw out was what made him violating the maxim of quantity.

#### Data 2

**Context:** A police officer is looking for a child named Katie who was in the crowd at FleekFest. The police were confused because there were so many people at the concert. He even said that he was nervous when he attended a karate recital even though there were only two people in front of him.

### Police That's a lot of people. I panicked at my karate recital. That was only two people in front of me.

The excessive information that the police suddenly told him was what made him violating the maxim of quantity.

#### Data 3

**Context:** A FleekFest spectator chats with other spectators next to him about

himself, who always attends this concert eight times. He once missed attending

because he was sick from eating nacho cheese.

# Audience This is my eighth consecutive Fleekfest. One year I got sick from nacho cheese, but other than that, I've been to everyone.

He suddenly said too much information to the person next to him, even though the information was not needed. So, from that he did violating the maxim of quantity.

#### Data 4

**Context:** Ellie, anak bungsu di keluarga Torres, berbicara kepada tamu yang datang di acara sains yang diadakan oleh kakaknya di rumahnya sendiri. Agenda terakhir dari yes day adalah pesta kimia bersama Nando, kakak Ellie, dan temantemannya. Ellie pun berpura-pura mengecek pengunjung pesta yang datang. Saat ada tetangganya Hiley datang, Ellie mengatakan bahwa Hailey tidak ada di dalam list. Namun, tidak disangka bahwa ternyata Ellie tidak bisa membaca.

Ellie	Name?
Hailey	Hailey Peterson. I live across the street.
Ellie	Sorry, not on the list.
Hailey	Ugh.
Ellie	Just kidding. I can't even read. Get on in here.

Ellie says information that Hailey did not ask for, which is that she cannot read. Because of that, Ellie did violate the maxim of quantity.

#### Data 5

**Context:** Allison, the parents of Katie and Nando, introduces Mr. Deacon, who suddenly appears in front of her, to her husband. They were in a room at school because the parent and teacher counselling session had ended. After being introduced. Mr Deacon was suddenly discussing a lot of things that Allison and her husband did not really need the information for.

Allison	It's Mr. Deacon. Katie and Nando's guidance
	counselor.
Mr	Yes, but thanks to budget cuts, I'm also the PE
Deacon	teacher/football coach. Go, Cougars!? Shoot the
	Yes, but thanks to budget cuts, I'm also the PE

layup for the touchdown. I don't know anything about sports. No, I was a science major. I specialized in the gastrointestinal behavior of field mice.

Mr. Deacon violated the maxim of quantity because he discussed things that were not actually asked and were not needed.

#### 4.1.1.2 Violating the Maxim of Quality

When a speaker intentionally says something untrue or with insufficient evidence and assumes the listener does not understand the true meaning, the speaker is identified as violating maxim quality.

#### Data 6

**Context:** Ellie, the youngest child of the Torres family, caught her father calling someone, while in the middle of the Kablowey game they were playing. One of the rules of yes day in the Torres family is that parents, Allison and Torres, are not allowed to use the phone. However, his father borrowed a phone from another game participant to call his co-workers. When Ellie approached her father and asked if his father was talking on the phone, his father lied by saying that he was talking to nature because he likes nature.

Ellie	S Daddy?	R	A	B	A	Y
Carlos	Honey.					
Ellie	Are you tal	king on a	phone?			
Carlos	No. Phone?	No, no.	I was jus	t out her	e looking	at?
	Talking in t	the nature	e. I love r	ature.	-	

Torres deliberately answered Ellie's question by lying and not according to reality, so he violated the maxim of quality.

#### Data 7

**Context:** A paramedic, an ambulance driver, screamed as he entered the hospital hallway while pushing a patient's bed, namely Torres. He was injured and taken to

the hospital because he was attacked by a flock of birds and fell from a tree. When the ambulance arrived and the bed was pushed into the hospital, the medical staff driving the ambulance screamed that a patient had been hit by a terrible bird attack.

### Paramedic We need a doctor, stat! There's been a horrific bird attack.

The paramedic said something that didn't really happen. Torres wasn't hurt that badly. He was not hit by a very terrible bird attack. Therefore, the paramedic did violate the maxim of quality.

#### Data 8

**Context:** A policeman is driving the police car with Allison. He deliberately said he liked to drive police cars with sirens, meaning he often drove them. It is happened after Allison and her daughter arguing. The police help Allison to find her daughter in a concert.

Police	Hey, look, I I love flaring up my siren and just
	absolutely flying through town. We're going very
	fast. But I think maybe you might be overreacting a
	Vittle bit. JUINAIN AVII LL
Allison	This is a girl who is angry with her mother, and
	she's meeting up with some skeegy guys who
	probably have a mustache and need to shave.

However, in the next conversation, the police confessed that it was his first time driving the car. Therefore, he gave incorrect information and violate the maxim of quality.

#### Data 9

Context: Allison driving car with her son and daughter, Nando and Katie, to send

them in school. While Katie and Allison discussing about the concert, suddenly

Allison sang a song from the singer in the concert that Katie wants to go. Katie and Nando do not like her voice.

Allison	(Singing) Baby I need your loving I got to have all
	your loving
Katie	Mom, no.
Nando	My ears are bleeding.

Nando said that his ear was bleeding, when in fact it wasn't. So, from that he did violating the maxim of quality.

#### Data 10

**Context:** During a parenting session at school, Nando's teacher showed a video that Nando had made. The video contains a compilation when his mother, Allison, was angry. Because of the video made by Nando, which indirectly said that his mother was bad, Allison also feels insecure about her role as a mother who is always considered evil by her children, unlike Carlos, who has always been considered good. Allison resentfully said that he was like an evil cop in her son's eyes

AllisonYou make me look bad.TorresMe? Why me?AllisonBecause you get to be the fun dad everybody loves,<br/>and I am stuck being the bad cop.

Allison violated the maxim of quality because she said it was not true by saying that she was a cop.

#### 4.1.1.2 Violating the Maxim of Relation

When a speaker provides inappropriate information or changes the subject of conversation, the speaker has violated the relational principle.

Context: During breakfast together, Katie gives permission to her mother,

Alliaon, that she wants to go to a music festival called FleekFest, Nando who

hears the name of the festival, misses him with the word freakfest, which means

freak festival.

Katie	Mom? Fleekfest? Dad said he's okay with me going
	if you are.
Allison	Oh, he did?
Nando	Wait, you're going to a freak fest? Awesome. You
	can finally be with your people.

Nando is doing violating the maxim of relation because what he said doesn't

match what Allison and Katie are discussing.

#### Data 12

Context: Allison, Carlos, and Mr Deacon are arguing over parenting. When Mr.

Deacon talked about his son, suddenly Torres asked why Mr. Deacon looked like

he had just returned from Tahiti.

Mr Deacon	I have six beautiful kids at home. Timmy, Tommy,
	Tonya, Tanya, Tyson, and Doug.
Torres	How come you look like you're just back from
	Tahiti? NUNAN AMPE

Torres words were clearly irrelevant to their discussion of family. So from that

Carlos did flouting maxim of relation.

#### Data 13

Context: Allison and Mr Deacon argue about good parenting or what is good for

their child. Then, suddenly the tension become high. When Allison said that Mr

Deacon did not know about the nature of Allison's children, Mr Deacon suddenly

said that his tots had gone stale.

AllisonThe point is, you don't know our kids.Mr DeaconOh, these tots have turned.

Mr. Deacon's words do not match the topic Allison is discussing. Therefore, Mr. Deacon violated the maxim of relation.

#### Data 14

**Context:** Carlos, who should not be allowed to play on mobile phones all day, secretly borrowed a phone from a competition participant named Brian. He wanted to contact his co-workers. When asked if he could borrow Brian's phone, Brian answered ambiguously, namely whether Carlos would praise him to Allison, who is Carlos' wife (Carlos's children told the participants that his mother was looking for a cast member for an event, so Brian wanted Carlos to praise Allison later).

Carlos	Hey, Brian, can I <mark>us</mark> e your phone for a sec? I just
	gotta deal with a work thing.
Brian	Will you put in a good word with your wife?
Carlos	Sure.

Because the answer was unrelated to Carlos's question, Brian violated the maxim of relation.

### Data 15 UIN SUNAN AMPEL

Context: Ellie interrupted her father when she heard the word 'work'. She

mistakenly mistook the word 'work' to 'twerk'. The two words did have similar

pronunciations. Twerk is the name of one of the dance moves.

Torres	When I was growing up, things were simple. You wake
	up, go to school or work, and then you have to-
Ellie	I know how to twerk.

What Ellie said was irrelevant to her father's discussion. So, from that he did

violating the maxim of relation.

#### 4.1.1.2 Violating the Maxim of Manner

The speaker violates the maxim of manner if the speaker chooses obscure language, intentionally does not speak briefly, intentionally does not speak in an orderly fashion, or intentionally uses ambiguity to the point where the hearer does not understand what the speaker means.

#### Data 16

**Context:** The Torres family came to a Korean restaurant to participate in a competition to eat large portions of ice cream within 30 minutes. Before it starts, they must sign a contract related to the competition. One of the contents of the contract is about the impact of the competition, which is, as Torres asked, losing eyeballs. Torres, a lawyer, also said about the points of losing eyeballs and how many people have lost their eyeballs while participating in the competition.

Carlos	What is this?
Waiters	Oh, just a standard contract.
Carlos Waiters	And how many people have lost their eyeballs? You mean this month? Or all time?

The waiters answered the question ambiguously. He asked Torres what he meant this month or during all the time. Torres wants to know how many people have lost eyeballs this month or so far. Therefore, the waiters violate the maxim of manner.

#### Data 17

**Context:** Carlos asked to go to the gym after work. Allison asked again if Carlos knew what he said. Carlos, who was originally convinced, suddenly became confused because his wife kept asking if it was true tonight. Carlos replied

haltingly and incoherently. He was reminiscing about what was this night so he could not go to the gym.

Allison	Tonight? You're stopping by the gym?
Carlos	Yeah. Tonight.
Allison	Really? Tonight?
Carlos	Tonight. Oh. Tonight? No, no, not tonight. No,
	tonight is, um, is our? Your? The kids'? Uh?

Torres' vague and stammering words make him violate the maxim of manner.

#### Data 18

**Context:** Because of eating too much ice cream, Carlos became nauseous. His family and those around him calmed him down so as not to vomit because the 30-minute ice cream competition rules were not to vomit, or they had to pay full price. Ellie also wanted to calm him down and said she should not think about something as disgusting as beef sticks.

AllisonSettle it right down.EllieDon't think of anything gross, like beef sticks.

Ellie's words became ambiguous. She said that Carlos shouldn't think of such a disgusting thing as beef sticks, would not be saying 'like beef sticks' actually make Carlos think about it. Because it is the same as reminding him that beef sticks are gross. Therefore, Ellie violating the maxim of manner.

#### Data 19

**Context:** Torres no longer able to hold so much ice cream in ice cream contest. He immediately ran to the toilet. However, another visitor came out of the toilet and said that Torres was not vomiting but had loose stools.

VisitorsHe didn't throw up! He didn't throw up! It came out<br/>the other end!WaitersYou did it!

The visitor said it ambiguously. He said, in a real sense, that Carlos was not

vomiting, but rather it was coming out of the other end. Which another end is he

referring to? It isn't very clear. That is why he do violate the maxim of manner.

#### Data 20

Context: Allison and her husband, Torres, are arguing at school after a parent-

teacher session. They argue about their children.

Allison	I hear myself with the kids, and I think I wouldn't
	even hang out with me.
Mr Deacon	I'm so sorry. I have a suggestion. Sorry, I didn't
	mean to frighten you. I was just eavesdropping or
	spying. There are so many parents out there, and I
	come in here to hide, and then I got really hungry,
	so I made a huge thing of tots. Would you guys care
	for a tot? Do you want a tot? A hot tot? Come here.
	Have a hot tot. Have a tot? They're perfectly
	lukewarm.

Mr Deacon said things so coherently that his words became ambiguous. It is unclear what exactly he wants to discuss. Mr Deacon initially apologized for interrupting Allison and her sister's conversation, saying he had a suggestion. After that, he said he was hiding because many parents were outside. Then suddenly, Mr Deacon even offered the tot he made. Therefore, Mr Deacon violate the maxim of manner.

#### 4.1.1.3 Violating More than One Maxim

The speakers can violate more than one maxim. Sometimes, in a time, they can violate 2 or 3 times. The characters in *Yes Day* movie found to do violating more than one maxim.

Carlos	Yes, but no more food, please, not today.
Nando	Dad, it's gonna be super chill.

Katie	It's relaxing.
Ellie	<u>And sanitary.</u>
Carlos	What could be sanitary?

The context is, after winning the ice cream competition, Carlos, who was full, no longer wanted to eat something. However, his son told him that he would chill and relax after this. Suddenly Ellie also said something ambiguous because chill and relaxing are strange when combined with sanitary. It is what makes Ellie violate the maxim of manner. In addition, Ellie also deliberately gave too little information about the sanitary. Therefore, Ellie violated the maxim of quantity.

Data 8

Police	Hey, look, I I love flaring up my siren and just
	absolutely flying through town. We're going very
	fast. But I think maybe you might be overreacting a
	little bit.
Allison	This is a girl who is angry with her mother, and
	she's meeting up with some skeegy guys who
	probably have a mustache and need to shave.

He gave incorrect information to violate the maxim of quality. He also said many things about himself that did not fit the context and circumstances so that he gave too much information. Therefore, he also violated the maxim of quantity.

RABAYA

### 4.1.2 Flouting Maxim

The speaker is identified as flouting the maxim when he or she intentionally disobeys the maxim principle because he or she implies that the hearer can infer the implied meaning of what is said (Amianna & Putranti, 2017). The characters in *Yes Day* Movie flout all of the maxim.

#### **4.1.2.1** Flouting the Maxim of Quantity

When a speaker deliberately speaks more or less than required with some meaning, they are said to be flouting the maxim of quantity.

#### Data 1

#### Audience Oh, my tears. They're gonna make my glitter fall off. Ugh, I spent about two hours putting this bedazzle on.

He did flout the maxim of quantity with the aim of showing off the glitter she had

painstakingly put on for two hours. Even though no one asked, he still gave out

the excessive information to those around him.

#### Data 2

PoliceThat's a lot of people. I panicked at my karate<br/>recital. That was only two people in front of me.

He flouted the maxim of quantity with the intention of showing that he was afraid

and insecure in the midst of a large crowd of people. Therefore, he said too much

information even though no one asked.

#### Data 3

Audience This is my eighth consecutive Fleekfest. One year I got sick from nacho cheese, but other than that, I've been to everyone.

The audience flouted the maxim with the intention of showing off to those beside

him that he always attended FleekFest and was only absent once due to illness.

Therefore, he said too much information even though no one asked.

1

#### Data 4

Ellie	Name?
Hailey	Hailey Peterson. I live across the street.
Ellie	Sorry, not on the list.
Hailey	Ugh.
Ellie	Just kidding. I can't even read. Get on in here.

Ellie said too much information than necessary with the aim of scaring Hailey

because her name wasn't on the list so Hailey couldn't join the party. Ellie flouted

the maxim of quantity.

#### Data 5

Allison	It's Mr. Deacon. Katie and Nando's guidance
	counselor.
Mr	Yes, but thanks to budget cuts, I'm also the PE
Deacon	teacher/football coach. Go, Cougars !? Shoot the
	layup for the touchdown. I don't know anything
	about sports. No, I was a science major. I specialized
	in the gastrointestinal behavior of field mice.

Mr. Deacon flouted the maxim of quantity with the intention of expressing his concern that he is not only working as a student guidance counselor, but also as a football coach, because the school is reducing the budget. Even though he himself did not know anything about sports because he was actually only studying science.

#### 4.1.2.2 Flouting the Maxim of Quality

When a speaker intentionally says something untrue or with insufficient

evidence with some meaning, he or she is identified as flouting maxim of quality.

Data 6	
Ellie	Daddy?
Carlos	Honey.
Ellie	Are you talking on a phone?
Carlos	No. Phone? No, no. I was just out here looking at?
	Talking in the nature. I love nature.
Carlos	

Torres says something untrue or lies in the hope that Ellie doesn't know he's on the phone, because the rule is not to use the phone. Therefore, his father flouted the maxim of quality.

#### Data 7

### Paramedic We need a doctor, stat! There's been a horrific bird attack.

The paramedic deliberately lied or flouted the maxim of quality and exaggerated

Torres' disease with the intention that the doctor would treat him quickly because

this hospital had poor service. She lied in the hope that his doctor would not find out that he was actually exaggerating Torres' disease.

#### Data 8

Police	Hey, look, I I love flaring up my siren and just
	absolutely flying through town. We're going very
	fast. But I think maybe you might be overreacting a
	little bit.
Allison	This is a girl who is angry with her mother, and
	she's meeting up with some skeegy guys who
	probably have a mustache and need to shave.

The police flouted the maxim of quality with the intention of getting along with

Allison, so that Allison can feel relaxed and not emotional because of her child.

#### Data 9

Allison	(Singing) Baby I need your loving I got to have all
	your loving
Katie	Mom, no.
Nando	My ears are bleeding.

Nando lied with the intention of insinuating his mother's voice was unpleasant to

listen to. He exaggerated as if his mother's voice made his ears bleed, so he

flouted the	e maxi	m of quali	ty.U	NA	١N	AN	AP	EL
Data 10	S	U	R	A	В	A	Y	A

Allison	You make me look bad.
Torres	Me? Why me?
Allison	Because you get to be the fun dad everybody loves,
	and I am stuck being the bad cop.

Allison flouts the maxim of quality by saying that she is a bad cop with the

intention of comparing herself to being considered the same as a bad cop in the eyes of her child.

#### 4.1.2.3 Flouting the Maxim of Relation

When a speaker purposefully responds unrelated to the topic of a

conversation, the speaker is referred to as a flouting maxim of relation.

#### Data 11

Katie	Mom? Fleekfest? Dad said he's okay with me going
Allison	if you are. Oh, he did?
Nando	Wait, you're going to a freak fest? Awesome. You
	can finally be with your people.

Nando did flout the maxim of relation by interrupting his mother and brother's

conversation, he intended to mock his older brother by turning Fleek into a Freak.

#### Data 12

Mr Deacon	I have six beautiful kids at home. Timmy, Tommy,
	Tonya, Tanya, Tyson, and Doug.
Torres	How come you look like you're just back from
	Tahiti?

Torres did flout the maxim of relation with the intention of mocking Mr. Deacon

who gave his son's name with the letter T, therefore he said Mr. Deacon seemed to

have just returned from Tahiti which also started with T.

#### Data 13

AllisonThe point is, you don't know our kids.Mr DeaconOh, these tots have turned.

Mr. Deacon spoke that was not related to the topic with the intention that their discussion about children's problems would not continue, seeing that Allison was starting to get emotional. Therefore, Mr. Deacon flouted the maxim of relation.

Carlos	Hey, Brian, can I use your phone for a sec? I just
	gotta deal with a work thing.
Brian	Will you put in a good word with your wife?

#### Carlos <u>Sure.</u>

Brian flouting the maxim of relation or deliberately answering Torres' questions

with something else with the intention that he will lend his phone in exchange for

Torres having to say good things about himself to Allison, Torres' wife.

#### Data 15

Torres	When I was growing up, things were simple. You wake
	up, go to school or work, and then you have to—
Ellie	I know how to twerk.

#### 4.1.2.4 Flouting the Maxim of Manner

When a speaker intentionally uses unclear language, does not say

succinctly, does not say orderly, or uses ambiguity, they are flouting the maxim of

manner.

#### Data 16

Carlos	What is this?
Waiters	Oh, just a standard contract.
Carlos	And how many people have lost their eyeballs?
Waiters	You mean this month? Or all time?

Of course, the waiters deliberately answered ambiguously intending to scare

Torres and his family, because it was impossible for the restaurant to be still open

and the competition still existed if anyone lost their eyeballs in the competition.

That is why he flouting the maxim of manner.

Allison	Tonight? You're stopping by the gym?
Carlos	Yeah. Tonight.
Allison	Really? Tonight?
Carlos	Tonight. Oh. Tonight? No, no, not tonight. No,
	tonight is, um, is our? Your? The kids'? Uh?
Allison	Settle it right down.
Ellie	Don't think of anything gross, like beef sticks.

He spoke incoherently and ambiguously with the intention of stalling for time and remembering whether there was an agenda tonight. So from that he did flouting the maxim of manner.

#### Data 18

Allison	Settle it right down.
Ellie	Don't think of anything gross, like beef sticks.

Ellie flouts the maxim of manner with the intention of giving an example of something disgusting. But that instead made him say ambiguous things. So, she said not to think about gross things, but she also made Carlos think about gross things.

#### Data 19

Visitors	He didn't throw up! He didn't throw up! It came out
	the other end!
Waiters	You did it!

The visitors flouting the maxim of manner with the aim of softening the language used because the real word he means will disgust people, especially when they are cuddling up in a restaurant. Fortunately, he said his words with gestures showing that the other end was the drain organ below, so that others understood his refined words.

Allison	I hear myself with the kids, and I think I wouldn't
	even hang out with me.
Mr Deacon	I'm so sorry. I have a suggestion. Sorry, I didn't
	mean to frighten you. I was just eavesdropping or
	spying. There are so many parents out there, and I
	come in here to hide, and then I got really hungry,
	so I made a huge thing of tots. Would you guys care
	for a tot? Do you want a tot? A hot tot? Come here.
	Have a hot tot. Have a tot? They're perfectly
	lukewarm.

Mr. Deacon flouted the maxim of manner with the intention of making the

atmosphere less awkward and tense as a result of Allison and Torres arguing.

#### 4.1.2.5 Flouting More than One Maxim

A speakers can flout more than one maxim at a time. They can violate two or three times the maxim. The characters in *Yes Day* movie found to be used nine times in flouting more than one maxim.

#### Data 19

Allison	I hear myself with the kids, and I think I wouldn't
	even hang out with me.
Mr Deacon	I'm so sorry. I have a suggestion. Sorry, I didn't
	mean to frighten you. I was just eavesdropping or
	spying. There are so many parents out there, and I
	come in here to hide, and then I got really hungry,
	so I made a huge thing of tots. Would you guys care
	for a tot? Do you want a tot? A hot tot? Come here.
	Have a hot tot. Have a tot? They're perfectly
	lukewarm.

The context is Mr Deacon said things so coherently that his words became

ambiguous. It is unclear what exactly he wants to discuss. Mr Deacon initially apologized for interrupting Allison and her sister's conversation, saying he had a suggestion. After that, he said he was hiding because many parents were outside. Then suddenly, Mr Deacon even offered the tot he made. Therefore, Mr Deacon flouted the maxim of manner. Moreover, Mr Deacon also provided much unnecessary information and flouted the maxim of quantity to create humor.

#### Data 14

Carlos	Hey, Brian, can I use your phone for a sec? I just
	gotta deal with a work thing.
Brian	Will you put in a good word with your wife?
Carlos	Sure.

The context is, Carlos, who should not be allowed to play on mobile

phones all day, secretly borrowed a phone from a competition participant named

Brian. He wanted to contact his co-workers. When asked if he could borrow Brian's phone, Brian answered ambiguously, namely whether Carlos would praise him to Allison, who is Carlos' wife (Carlos's children told the participants that his mother was looking for a cast member for an event, so Brian wanted Carlos to praise Allison later). Because the answer was unrelated to Carlos's question, Brian flouted the maxim of relation. In addition, Brian's answer also seemed unclear, so it was ambiguous about the true meaning of his words. What should be given a good word? Good words like what he wants. Therefore, he also does flout the maxim of manner and produce humor.

#### 4.1.3 Humor Style

Based on Martin (2003), humor style has four types: affiliative, selfenhancing, aggressive, and self-defeating. In the *Yes Day* movie, the characters used all those humour styles.

#### 4.1.3.1 Affiliative Humor

A speaker uses affiliative humor when telling stories about things that everyone might feel funny. The speaker also encourages people to discover humor in daily life. Animal-related humor is also known as affiliative humor.

#### Data 1

#### Audience Oh, my tears. They're gonna make my glitter fall off. Ugh, I spent about two hours putting this bedazzle on.

From his words violating the maxim and also his real intention of flouting the maxim, the funny point is found. That is when he cries but also cares about and shows off the appearance, he has worked so hard to create. He says funny things so that his sad mood turns into laughter, so he enters into affiliative humor.

#### Data 3

# Audience This is my eighth consecutive Fleekfest. One year I got sick from nacho cheese, but other than that, I've been to everyone.

The audience flouted the maxim with the intention of showing off to those beside

him that he always attended FleekFest and was only absent once due to illness.

Therefore, he said too much information even though no one asked.

#### Data 6

Ellie	Daddy?	
Carlos	Honey.	
Ellie	Are you talking on a phone?	
Carlos	No. Phone? No, no. I was just out here lookin	g at?
	Talking in the nature. I love nature.	

Torres says something untrue or lies in the hope that Ellie doesn't know he's on the phone, because the rule is not to use the phone. Therefore, his father flouted the maxim of quality.

#### Data 7

# Paramedic We need a doctor, stat! There's been a horrific bird <u>attack.</u>

From what the paramedic meant when she was flouting the maxim of quality, a funny point emerged. She said it funny and excited as if there had really been a terrible bird strike. Therefore, enter into affiliative humor.

Police	Hey, look, I I love flaring up my siren and just
	absolutely flying through town. We're going very
	fast. But I think maybe you might be overreacting a
	little bit.
Allison	This is a girl who is angry with her mother, and
	she's meeting up with some skeegy guys who
	probably have a mustache and need to shave.

He flouts the maxim of quality and throws humor to relieve tension between him and Allison. Therefore, it is called affiliative humor.

#### Data 13

Allison	The point is, you don't know our kids.
Mr Deacon	Oh, these tots have turned.

Based on the flouting maxim that Mr Deacon did, he said something that was beyond expectations, so it became funny. In addition, his speech can also reduce the tense atmosphere in them. Therefore, it is called affiliative humor.

#### Data 14

Torres	Hey, Brian, can I use your phone for a sec? I just
	gotta deal with a work thing.
Brian	Will you put in a good word with your wife?

Based on Brian's flouting the maxim of relation, a funny point emerged, where the answer did not meet the expectations of most listeners. He took advantage of the moment to ask Torres to promote himself to Allison. because the words are funny, therefore enter into affiliative humor.

#### Data 15

TorresGrowing up, things were simple. You wake up, go<br/>to school or work, and then you have to—Ellie: I know how to twerk.

Because Ellie flouting the maxim of relation and said funny things that everyone could not imagine and because of that funny words they laugh together so that it

can strengthen their relationship. That is why it entered into affiliative humor.

Data 16

**Carlos** What is this?

WaitersOh, just a standard contract.CarlosAnd how many people have lost their eyeballs?WaitersYou mean this month? Or all time?

His words became funny because he flouted the maxim of manner. Therefore, the

words of the waiters enter into affiliative humor.

#### Data 17

Allison	Tonight? You're stopping by the gym?
Carlos	Yeah. Tonight.
Allison	Really? Tonight?
Carlos	Tonight. Oh. Tonight? No, no, not tonight. No,
	tonight is, um, is our? Your? The kids'? Uh?

It was from flouting the maxim of manner that Torres did that what made his

words funny. This makes the atmosphere less tense, so it enters into affiliative

humor.

#### Data 18

Allison	Settle it right down.
Ellie	Don't think of anything gross, like beef sticks.

It was from the ambiguity that Ellie's words became funny. So, it goes into affiliative humor.

#### Data 19

VisitorsHe didn't throw up! He didn't throw up! It came out<br/>the other end!WaitersYou did it!

From flouting the maxim of manner that he does is what makes his words funny,

coupled with the gestures he makes. Therefore, it enter into affiliative humor.

Allison I hear myself with the kids, and I think I wouldn't even hang out with me.
Mr Deacon I'm so sorry. I have a suggestion. Sorry, I didn't mean to frighten you. I was just eavesdropping or spying. There are so many parents out there, and I come in here to hide, and then I got really hungry, so I made a huge thing of tots. Would you guys care for a tot? Do you want a tot? A hot tot? Come here. Have a hot tot. Have a tot? They're perfectly lukewarm.

It was from flouting the maxim of manner that he did, those funny things arose from what Mr. Deacon said. This makes the atmosphere less tense, so it enters into affiliative humor.

#### 4.1.3.2 Self-Enhancing Humor

Self-enhancing humor occurs when the speaker jokes about their negative emotions (anxiety, insecurity, inadequacy, or a negative event). The speaker conveyed the joke with good humor because he or she maintains self-acceptance and remains optimistic.

Data 4

	uin sunan amp	
Ellie	Name?	Bool Book
Hailey	Hailey Peterson. I live across the street.	A
Ellie	Sorry, not on the list.	A. Sec
Hailey	Ugh.	
Ellie	Just kidding. I can't even read. Get on in here.	

From her words violating the maxim and also her real intention of flouting the maxim, the funny point is found. The funny thing is that even though Ellie cannot read, she is confident and makes a joke of it. That right goes into self-enhancing humor.

Data 5

A DESCRIPTION

Allison	It's Mr. Deacon. Katie and Nando's guidance
	counselor.
Mr Deacon	Yes, but thanks to budget cuts, I'm also the PE
	teacher/football coach. Go, Cougars!? Shoot the
	layup for the touchdown. I don't know anything
	about sports. No, I was a science major. I
	specialized in the gastrointestinal behavior of field
	mice.

Because of the meaning of flouting the maxim, a funny point is found. Even though Mr Deacon has a drawback, he does not know about sports, he is still happy and confident to become a soccer coach. Mr Deacon's words are funny because he remains confident as a soccer coach even though he does not understand sports. That is what makes his jokes included in self-enhancing humor.

#### 4.1.3.3 Aggressive Humor

If a someone demeans, disparages, excessively taunts, or ridicules others, they engage in aggressive humor. It refers to the use of sarcasm, teasing, scorn, derision, "put-down" humor, or disparaging humor.

#### Data 11

Katie	Mom? Fleekfest? Dad said he's okay with me going
	Lif you are. SUINAIN ANNI LL
Allison	C Oh, he did? D A D A V A
Nando	Wait, you're going to a freak fest? Awesome. You
	can finally be with your people.

Nando also says condescendingly that freakfest is suitable for Katie because her brother will meet strange people like Katie. The joke became humorous because Nando said something unusual to think of, which was to turn the word fleekfest into freakfest. It is said to be aggressive humor because Nando makes jokes by demeaning Katie.

Allison	(Singing) Baby I need your loving I got to have all
	your loving
Katie	Mom, no.
Nando	My ears are bleeding.

Nando and Katie cover their ears because, in their opinion, their mother's voice is not good. Nando says something funny beyond the listeners' expectations, and his ears are bleeding, which is meant because of his mother's terrible voice. In other words, he satirized his mother's voice. Then it feeds into aggressive humor based on the flouting maxim that he did.

#### 4.1.3.4 Self-Defeating Humor

Self-defeating humor is humor in which the presenters disparage

themselves to attract someone's attention or gain their approval. To gain or maintain someone's approval, the speaker denigrates themselves. The self-esteem and confidence of someone in this humor are typically low.

#### Data 10

AllisonYou make me look bad.CarlosMe? Why me?AllisonBecause you get to be the fun dad everybody loves,<br/>and I am stuck being the bad cop.

It shows self-defeating humor when the she flouts the maxim of quality. She feels insecure about his weaknesses and makes it a joke, that the term bad cop that was beyond expectation made her funny, and her lack of confidence made this a self-defeating humor.

#### Data 2

### PoliceThat's a lot of people. I panicked at my karate<br/>recital. That was only two people in front of me.

From his words violating the maxim and also his real intention of flouting the maxim, the funny point was found, that he was condescending and not confident.

His words became funny which then made him humorous. His disbelief towards his weaknesses turns into self-defeating humor.

#### 4.2 Discussions

The discussion that follows will describe some findings from the initial data analysis. It is organized according to the problem statement of the research, which serves as a guide for the analysis of Grice's maxims and the humor styles used. It indicates that the following data analysis result addresses the research's problem statements.

In spoken discourse, the violation of a maxim can produce humorous effects. The maxim that the Yes Day movie's characters violated all of the maxim, which is quantity, quality, relation, and manner. For violating the maxim of quantity, they share too much information that does not need in the context. According to Al-Zubeiry, H. (2020), the maxim of quality is primarily concerned with conveying the truth. Its submaxims encourage speakers not to say things they believe are false or lack sufficient evidence. Although not many, the characters in Yes Day movie do the violation maxim of quality. They deliberately lie to cover up what happened. As Al-Zubeiry, H. (2020) stated that Grice's maxim of manner requires interlocutors to be transparent when conversing. They should avoid obscurity of expression and ambiguity and make concise, well-organized contributions to the conversation. The characters sometimes deliberately say ambiguously so that their speech is confused in the hope that the other person does not understand the meaning of what he is talking about. Meanwhile, they do not violate the maxim of quantity and violating maxim of relation.

The maxim that the characters in the *Yes Day* movie most frequently flouted are the flouting maxim of quality. They repeatedly lied about something, leaving them without sufficient evidence to make a humorous argument. It is consistent with the findings of Soedjarmo et al. (2016), who examined the use of references to make the joke work. Regarding the flouting maxim of quality, the researcher discovered how the speaker's untruthfulness could create humor because the interlocutors did not anticipate the utterance.

The next flouting maxim the characters most frequently used is flouting the maxim of relation. They attempted to tell something pertinent and as informative as necessary. Following Soedjarmo et al. (2016), the researcher discovered that the characters conveyed humor when the speaker's statement was unrelated to the topic's specific object. Nonetheless, the interlocutors could still comprehend the speaker's implicit meaning.

In implicit meaning, there includes presuppositions and implicature. Presuppositions are based on shared knowledge between the writer and the reader (Hassan, 2011). The speakers and the interlocutors in the movie knew this shared knowledge. Hassan (2011) declared that implicature is built on deliberately flouting one or more cooperative maxims. The *Yes Day* movie's characters implied meanings beyond what they said.

The character's use of flouting the maxim of quantity and manner is the least. The researcher discovered that when the characters flouted the maxim of quantity, they spoke more or less than necessary, which made the situation humorous. The characters uttered something ambiguous or obscure in flouting the

maxim of manner. Even though it is ambiguous, the interlocutors understood the implied meaning the presenters conveyed, making it humorous.

The majority of the characters in the *Yes Day* movie use Affiliative humor as their primary humor style. They told jokes that anyone could find funny, jokes about daily life, and jokes to relieve tension. The second most frequently used is aggressive humor. The characters in this movie use aggressive humor to satirize their family members, like when Nando satirizes his sister who wants to go to fleekfest by saying that his sister will go to freakfest because it suits his strange brother. Characters also use aggressive humour to mock their speech jokes, such as when her children tease Allison for her ugly voice.

The next humor style that the characters use is self-enhancing humor. They use this humor mostly as a form of confidence in their weaknesses. They make their weaknesses funny and entertaining. Self-defeating humor is also used several times by the characters. When Allison was not confident and blamed her husband because she was always considered evil by her son while her husband was not.

Regarding the study by Rosenbusch H. et al. (2022) that analyzed the significance of jokes and audience characteristics in evoking amusement, the researcher notes that audience characteristics played a significant role in the humor the characters delivered. Because the characters and the joke shared the same referent for what the jokes were about, the interlocutors could grasp the humor. If the content of the jokes matched the audience's preferences, the interlocutors would respond positively to the humor the speakers delivered.

Regarding the relationship between humor, violating and flouting maxims, the researcher notes that the humor delivered by the characters in the *Yes Day* 

movie was produced by violating and flouting maxims. When the characters lied, such as when Carlos says he likes nature and talks to nature to cover the fact that he was calling someone, he says something ambiguous in an attempt to violate and flout the maxim of manner, flouting the maxim of relation in that of the unrelated topic that the speaker delivered in the movie, these made the situation in the movie humorous.

Close to previous studies, the researcher asserts that the characters' humor was produced by violating and flouting the maxims. As a result, there is a connection between humor and violating and flouting the maxim. Violating and flouting maxims produced the humor the characters delivered. In this study, the researcher identified four types of humor employed by *Yes Day*'s characters. They are affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor.

> UIN SUNAN AMPEL S U R A B A Y A

#### **CHAPTER V**

#### **CONCLUSIONS AND SUGGESTIONS**

After analyzing and interpreting the data, this chapter provides the researcher's conclusion and suggestions. The conclusion is based on the research problem, while the suggestions are directed at future researchers interested in conducting additional studies in the same field.

#### **5.1 Conclusions**

Regarding the study by Rosenbusch H. et al. (2022), the researcher notes that audience characteristics played a significant role in the humor the characters delivered. Because the characters and the joke shared the same referent for what the jokes were about, the interlocutors could grasp the humor.

In the *Yes Day* movie, the researcher found that the characters violated the maxim of quantity, quality, relation, and manner. They mostly used to violate the maxim of quality. They deliberately lie to cover up what happened. For violating the maxim of quantity, they share too much information that does not need in the context. They also used the maxim of manner because sometimes they deliberately say ambiguously so that their speech is confused in the hope that the other person does not understand what he is talking about.

Besides violating the maxim, the characters mainly flouted the maxim. The characters flouted quantity, quality, relation, and manner maxims. Most commonly, the flouting maxim of quality. It is because they lied. Because the interlocutors did not anticipate that the speakers would make such a statement, the speakers intentionally told humorous falsehoods. The second most frequently used is the flouting maxim of relation. They often suddenly link conversations from others with words that are out of the context of the conversation. It is what makes the conversation funny.

Flouting the maxim of quantity and manner is not much used by the characters in the *Yes Day* movie. It is because they often say something obscure or ambiguous. It indicates that they attempted to extend possible, communicate something unambiguous and as informative as necessary. Although the speakers flouted the maxim, the interlocutors could still understand the implicit meaning the speakers wanted to deliver because both the speakers and the interlocutors had shared knowledge.

The styles of humor identified in this comedy movie prove that humor styles can not only be applied in the humor as those in situational comedy or stand-up comedy. As discussed in the analysis, the researcher discovered that the dialogue in this movie that contains humor could be categorized into multiple types of humor because they share characteristics with those styles of humor. In addition, the analysis of Grice's maxims demonstrates that each type of humor contains violating and flouting of the maxims. However, not all maxims are consistently violated. The researcher did not find a violation of the maxim of relation in the characters' utterances. Nevertheless, for the maxim flouting, every maxim is flouted. Then, based on the outcome of the analysis of the preceding discussion, the researcher can derive the conclusion as the solution to the study's problems.

The Affiliative humor style is the most prevalent form of humor employed by the characters in the *Yes Day* movie. In order to create affiliative humor, they

told stories that anyone could find funny. They also made jokes about commonplace topics. It is very important in family relationships. Besides being able to relieve tension, it can also strengthen their relationship. Aggressive humor is the second most often used by the characters in *Yes Day* movie. They used sarcasm, teasing, and derision to produce aggressive humor. They mostly made jokes about the other family member to tease them. They also made jokes to satirize their family member. Self-enhancing humor is the third humor that the characters use. They used humor to cover up the shortcomings that existed in them. They made the flaws funny and entertained others. Self-defeating humor is the humor style that is rarely used by the characters. It is because they rarely poured their distrust of themselves into others.

Since few studies has specifically examined humor style and violating and flouting maxim, it is important to consider the results of this study. Nonetheless, this research has limitations. This movie is only 1 hour and 29 minutes long and is not part of a series. Therefore, there are only 72 data in this research. In addition, the researcher did not analyze violating the maxim of quantity and violating the maxim of relation because they were not present in the data.

#### 5.2 Suggestions

The humor styles do not always feature only in a comedy movie, magazine, or newspaper. They can also be found in stand-up comedy, everyday conversation, and speeches. Moreover, the humor is not only a violation and flout of the cooperative principle and its maxims. Other theories of pragmatics, such as the Politeness Principle in communication, the Irony Principle, hyperbole, litotes, and the contradiction between speech acts, can also be used to analyze humor.

Students who are interested in studying humor and its style, as well as its analysis from a pragmatic perspective, can therefore conduct research in these areas. This researcher anticipates that this research will aid students and lecturers in their efforts to learn and develop the language communication principles associated with Grice's maxims and Martin's humor style.



## UIN SUNAN AMPEL S U R A B A Y A

digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id

#### REFERENCES

Aarons, D. (2012). Jokes and the linguistic mind. New York: Routledge.

- Amianna J. N. & Putranti, A. (2017). Humorous situation created by violations and floutings of conversational maxims in a situation comedy entitled How I Meet Your Mother. *Journal of Language and Literature*, 17(1), 97-107.
- Anggraini, S. D. (2014). A pragmatic analysis of humor in Modern Family season 4. Undergraduate thesis. Yogyakarta: Yogyakarta State University.
- Attardo, S. & Raskin, V. (1991). Script theory revis(it)ed: joke similarity and joke representation model. *International Journal of Humor Research*, 4-3/4, 293-347. <u>https://doi.org/10.1515/humr.1991.4.3-4.293</u>
- Attardo, S. (1994). *Linguistic theories of humor*. Berlin: Mouton de Gruyter.
- Attardo, S. (2001). Humorous texts: a semantic and pragmatic analysis. Humor research 6. *Journal of Pragmatics*, 35(1), 155-159. https://doi.org/10.1016/S0378-2166(02)00062-0
- Cutting, J. (2002). Pragmatics and Discourse. London: Routledge.
- Fawaida, A. (2018). Humor types and Grice's maxim in the sitcom comedy "The Big Bang Theory". Undergraduate thesis. Malang: UIN Maulana Malik Ibrahim.
- Gelkopf, M. (2011). The use of humor in serious mental illness: a review. *Evidence-based Complementary and Alternative Medicine:* eCAM, 2011, 342837. <u>https://doi.org/10.1093/ecam/nep106</u>
- Goatly, A. (2012). *Meaning and Humour* (Key Topics in Semantics and Pragmatics). Cambridge: Cambridge University Press. https://doi.org/10.1017/CBO9780511791536
- Grice, H. P. (1975). Logic and conversation. In Cole, P. & Morgan, J. (Eds.), Syntax and semantics, 41-58. New York: Academic Press.
- Hassan, B. A. (2011). *Literary translation: aspects pragmatics meaning*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Jiang, T., Li, H., & Hou, Y. (2019). Cultural differences in humor perception, usage, and implications. *Frontiers in Psychology*, 10, Article 123. <u>https://doi.org/10.3389/fpsyg.2019.00123</u>
- Martin, R. A. (2007). *The psychology of humor: An integrative approach*. Elsevier. <u>https://doi.org/10.1016/B978-012372564-6/50024-1</u>
- Martin, R., Puhlik-Doris, P., Larsen, G., Gray, J., & Weir, K. (2003). Individual differences in uses of humor and their relation to psychological well-

being: development of the humor styles questionnaire. *Journal of Research in Personality*, 37(1), 48–75. https://doi.org/10.1016/S0092-6566(02)00534-2

- Martin, R. A. & Ford, T. (2018). *The psychology of humor: An integrative approach 2<sup>nd</sup> edition.* Academic Press.
- Nofitriana, E., Ratnadewi, D., & Wijaya, A. (2014). An analysis of flouting maxims to create humor in stand up comedy by raditya dika. *Tell Journal*, 2(2), 37-42.
- Puspasari, M. A. & Ariyanti, L. (2019). Flouting maxims in creating humor: a comparison study between Indonesian and American stand-up comedy. *Prosodi*, 13(2).
- Puspita, C. (2017). A pragmatic analysis of humor as reflected by the main characters in pink's accepted movie. Undergraduate thesis. Yogyakarta: Yogyakarta State University.
- Raskin, V. (1985). Semantics Mechanism of Humor. Proceedings of the Fifth Annual Meeting of the Berkeley Linguistics Society (1979), 325-335. https://doi.org/10.3765/bls.v5i0.2164
- Rosenbusch, H., Evans, A. M., & Zeelenberg, M. (2022). The relative importance of joke and audience characteristics in eliciting amusement. *Psychological Science*, 33(9), 1386-1394. <u>https://doi.org/10.1177/09567976221098595</u>
- Soedjarmo, G. N., Pangestu, P. D. & Wartinah, N. N. (2016). Humor in school jokes: a pragmatic study. *Indonesian Journal of English Language Studies*, 2(2).
- Taberski, D. J. (1998). *A gricean analysis of a situation comedy*. Theses digitization project. San Bemardino: California State University.
- Thomas, Jenny. (1995). *Meaning in interaction: an introduction to pragmatics*. London: Longman.
- *Yes Day (2021)-Full Transcript.* (2021). Retrieved April 20, 2023, from Yes Day (2021) Movie Script | Subs like Script
- Yule, G. (1996). Pragmatics. New York: Oxford University Press.