

CHAPTER I

INTRODUCTION

This research is structually divided inti five chapters. The first chapter is Introduction which contains of background of study, statement of problem, objective of the study, significance of the study, and definition of key term.

1.1 Background of The Study

Language, as a means of communication, has a very important role in human daily life. Everybody needs to communicate to others by using language to express their ideas, thoughts, feelings, and knowledge (Tarigan, 1984 : 16). Yule also states that language is needed to convey all messages to others. To fulfill those needs, people do not only produce utterances containing grammatical structure and words but also they perform actions through those utterances (Yule, 1996: 47).

Language is divided into two; those are spoken language and written language. Spoken language is more basic and more natural than written language as it is more spontaneous in use and more widespread. One of the forms of spoken language is conversation. There have to be speakers and listeners involved in a conversation and generally, they are co-operating each other in order to make their conversation succeed (Yule, 1996: 36).

According to Mey (1993), conversation is what happens when people use language together. It means that conversation happens when the participant is

more than one. Conversation is what people most naturally do, do socially and do all the time (Mey, 1993).

Conversation happens in many aspects of human life. One of them is in the world of entertainment. Nowadays entertainment has become daily lifestyle. Everybody loves entertainment. People need entertainment to have relaxation after a long day of routines and pressures. It is able to give different reflection of life where reality can be simulated and manipulated to raise satisfaction. Entertainment in recent days can be found in many forms and media. One media of entertainment is television. Television, as one of visual media, offers many programs such as news, sports, dramas, cartoons, music, etc. Unlike printed media such as magazines and books, television is able to perform the phenomenon of society in attractive and dramatic way that refers to audiences' expectation and attitudes. As Fiske and Hartley point out:

“The written word (and particularly the printed word) works through and so promotes consistency, narrative development from cause to effect, universality and abstraction, clarity and a single tone of voice. Television, on the other hand, is ephemeral, episodic, specific, concrete, and dramatic in mode. Its meaning is carried out by contrast and by juxtaposition of seemingly contradictory signs and its 'logic' is oral and visual (Fiske and Hartley in Abercrombie, 1996: 9).

Humor is a daily occurrence in all of our lives. Many linguists, rhetoricians, lexicographers, philosophers, and scholars have given various definitions of humor. According to *The Cambridge Encyclopedia Of Language*, humor reflects satisfied feeling of people who laugh at themselves as well as the social structure created by them. Each people have different explanation of humor. The simple definition is, humor refers to all funny things. Bergsons (1911) is

quoted in (Wilson 1979: 12) claimed that something is funny when it belongs simultaneously to two different classes and capable of being interpreted in two different ways. When humor begins to be told, the readers or the listeners get their first perception about the meaning of humor. Suddenly (usually at the end of humor) they realize that their perception is wrong, because of the unexpected meaning. Therefore, the uniqueness of humor is to make something sound funny.

Humor which is created cannot be separated from the elements of the language, humor is the subject to the linguistic context. Its contains form and meaning, the form of language is created by reading or listening or others while as meaning as substance of the forms which able to give a certain reaction for instance laughter. The reaction of laughter by the audience is caused by reading some words like phrase, clause, or sentence.

One of entertainment programs offered by television is comedy. in Britannica Encyclopedia, Comedy is a form of dramatic literature designed to amuse and often to correct or instruct through ridicule. And in Americana Encyclopedia It is humorous performing art aimed to entertain people. (Retno Sri: 2012).Comedy, therefore, has close relationship with humor and laughter that is something which makes people laugh.

Humor makes the audiences laugh as they can enjoy and feel funny when others say or do something fool. The meaning of humor is changing significantly since the word of humor is announced. Humor includes an apparent paradox, it is emotionally compelling and it pervades human life. Freud considers that the nature of humor lies on the funny sides. He believes that enjoyment of humor

depends on the release of suppressed tendencies in human behavior. He says that laughter arises when psychic energy is freed from its more or less static function on repressing the forbidden thought.

A joke has its origin in a less static function. This tendency must be kept away from the consciousness, so it disappears into unconscious (Freud, 1975:97). This definition of humor is something that makes a person laughs or smiles like all straightforward definition. It is possible to claim that something is humorous, even though no one laughs at that time and it can happen that people laugh, but someone can claim that it is not funny.

Cultural background and other background understandings are used to understand the jokes. The fact or subject used in jokes, which has various context of situation, usually taken from culture of community, daily life story, and fairy tale. However, the various context of situation may show that there are many kinds of humors. Some humors may have the narrative structure and some other humors may have other structures. Those different structures of humor have their own characteristics. Those humors in the situation comedy show '*YKS- Yuk Keep Smile*' appear to have many different characteristics. Though it is a situational comedy which tends to belong to situational humor, there are many kinds of humor that can be found in this comedy. "*Yuk Keep Smile*" is the most popular situational comedy show that was first released in July 2013. "*Yuk Keep Smile*" is produced by Transmedia Television. It is showed every day at 8.00- 10.30 pm.

In "*Yuk Keep Smile*" comedy, there are some hosts, they are Rafi, Olga, Denny, Caisar, Wendy, Soimah, Billy, Soimah, Cinta, Shanas, Chand, Tarra and

others. In one episode there are 6-8 segments short comedy. *“Yuk Keep Smile”* shows simple comedy, and the audiences are entertained with dancing competition or quiz in In *“Yuk Keep Smile”* program. In *“Yuk Keep Smile”* we can find flouting and violating to make humor sense in that program. Not only that, we can find kinds of humor are applied in *“Yuk Keep Smile”* comedy show.

From the explanation above the reseacher interest to analyze what violating and flouting maxim are used In *“Yuk Keep Smile”*.

1.2 Statement of Problem

Based on the background and the example above, the researcher wants to analyze the way flouting and violating maxim creates humor in YKS show. And also what kinds of humor are used in YKS. This can be elaborated into the following question:

1. What maxims are violated in YKS show?
2. What maxims are flouted in YKS show?

1.3 Objective of the Study

In accordance the statement of problem above, the objective of the study is formulated as follow:

1. To find the kinds of violating maxim in YKS show
2. To find the kinds of flouting maxim in YKS show

1.4 Significance of the Study

By conducting this study, the researcher expects to improve understanding about the humorous elements especially in the jokes occurred in

comedians' utterances. Furthermore, the writer expects that this study enabled everyone especially to understand more about one language functions that is the entertainment function.

1.5 Scope and Limitation of the Study

Based on the way humor is presented, these are two kinds of verbal humor, the spoken and the written ones. The researcher limits the scope of discussion by analyzing the spoken humor in YKS by taken 3 parts episode of YKS in December 2013.

1.6 Definition of Key Terms

Maxim : principle that govern human interaction involving language, to act cooperatively in conversation at the stage at which it occurs (Richards, 1989: 64)

Flouting : the breaking of maxim intentionally, which listener understand that the speaker deliberately break a maxim. Both are aware of it (Richards, 1989: 64)

Violating : happens when a speaker quietly and unostentatiously violates a maxim.(Richards, 1989:70)

YKS : A comedy television program of Trans TV television station.

Humor : something that is appreciated, enjoyed, and shared by all people to be funny. (Raskin 1985:1-2)

Comedy : identical with something that makes someone laugh. (Raskin
1985:1)