



Eventhough humor differs from individual to individual, there is one distinction which seems that the humorous effect is achieved, that is Freud's distinction between verbal humor and conceptual humor. Verbal humor is when an aspect of language is exploited in order to achieve a humorous effect, while conceptual humor is a concept or idea that is thought as humorous thing without using aspects of language (kim, 2009:2).

According to Psychology which concerned with people, humor has positive effect. Study about correlation between sense of humor and anxiety to the exam described that psychologically, students who have high sense of humor possessed low anxiety to the exam. This study similar with Yovetick, Dale & Hudak which described that a person who has high sense of humor felt less anxious than a person who has low sense of humor in anxious situation (Zulkarnain, 2009:52).

Other positive effect of humor described in study about humor in Islamic psychology. Physically, humor increased body resistance. Study Dr. Lee Berk and Dr. Stanley stated that humor benefits for health. They are increased immunity cells which work on attack virus, increased body resistance to attack infection of upper respiration and increased diafragma activity as like aerobic exercises (Istiningtyas, 2014:5). Beside Physical or psychological effect, Islam viewed that humor is benefit as worship. Humor are social charity, spiritual medicine and sign of happiness (2014:12).

From the explanation above, the researcher interests in analyzing verbal humor in a film. Attardo Salvatore (1991) claimed that humor could be applied in

textual linguistic. However, humor nowadays is spoken. “*It is possible to approach humor in literature because it covers a wide of spectrum of genres and styles but lot of contemporary humor is spoken*” (Ross, 2005:73). The researcher take an animated film as object of research. This study is important to understand how humor conversation is formed in order to achieve humorous effect.

The study about humor has been conducted by many researchers in several object such spoken text at present. First, Jeannine Schwarz (2010) in her study about *Linguistic Aspects of Verbal Humor in Stand-up Comedy*, explored the ways in which stand-up comedians organized and perform their material in order to create humor, elicit laughter, and make the audiences appreciate their performance. In this term, stand-up comedy was chosen as data source. She investigated a corpus of authentic material presented by the stand-up comedians, Seinfeld and Wright: *I'm Telling You for the Last Time* by Jerry Seinfeld; *I Have a Pony* and *I Still Have a Pony* by Steven Wright. The data was the performance of two stand-up comedians then transcribed the performance. So the authentic in this case, it means audio and video recordings of actual performances. She focused on the performance because in the written texts linguistic features which researcher precisely focus such discourse markers or disfluencies are completely omitted. In addition, she used DVD of the television in order to have basic analyzing the the occurrence of paralinguistic and non-scripted behavior, such as body language (gestures, facial expressions etc.). The material was chosen because it displays in detail the comedian's strategies for organizing their performances. She classified the humor based on general theory of verbal humor of

Raskin (1985): superiority, incongruity, and relief theory. Then she analysed joke techniques (such paralanguage, ridicule, satire, and so on), the figurative language (such wordplay, allusion, hyperbole, and so on) and linguistic features (such repetition, formulaicity, discourse markers, disfluencies, and intonation) used in stand-up comedy. By the transcription of their performance, she found combination of various linguistic features of joke telling such as wordplay and punning, hyperbole, repetitions, timing, and paralinguistic choices in the way both 2 American comedians organize and perform their material. She precisely indicated the length of the pauses in order to analyze the comedian's strategy of timing. Then, concerning the audience's reaction, she only indicated the most important periods of laughter, in which the audience obviously reacted with continuous laughter because of their appreciation of the joke or in which they hesitated and only reacted with weak laughter. In addition, they developed a specific stage persona and create their own style of performing.

Second, M. Belén Alvarado Ortega (2013) in his study about *Interaccional Ironic Humorous Utterances in Spanish* started analysis from applying GRIALE theoretical model, the study of irony and humor in Spanish and its relationship to politeness into 4 conversation samples, then carried out the framework of the General Theory of Verbal Humor (GTVH) by Attardo (2001a, 2008) and Attardo and Raskin (1991). Later examined utterances *Corpus de conversaciones coloquiales* [Corpus of Colloquial Conversations] of Briz and the Val.Es.Co. group (2002) and the Covja (*Corpus de la variedad juvenil universitaria del español hablado en Alicante*) [Corpus of the young university variety of the Spanish spoken in Alicante]. He

analyzed these conversational utterances where humor and other phenomena appeared as communicative strategies. After analyzing of colloquial conversation utterance examples and applied the theories, he got utterances which contain non-prototypical irony and humor. Then he found the examples confirm that irony and humor are mostly utilized to show solidarity (positive effect). This is based on an idea that authors such Attardo (2001b: 174), Kotthoff (2007: 264), Holmes and Marra (2002: 1684) or Hay (2000: 716) often linked exclusively to humor. He proved it in (1), (2) and (3) that irony and humor coexist and may cause a positive effect, thus following scheme proposed theory of Alvarado (2009). In other words, their conversational strategies used to include or exclude someone from the conversational group. This means that the tradition of belief that negative irony was linked to humor is no longer valid. Finally, he sum up that humorous ironic statements with humorous effect arose in conversation from Peninsular Spanish. Irony and humor are in turn positively related to politeness. Irony and humor are mostly utilized solidarity, which is called as positive effect. Humor with a positive effect is one of the values which the ironic utterance can convey in conversation after breaking listener's expectations.

Third, Anindia Ayu Rahmawati (2013) in her study about *the Verbal Humor in The Rio animated film and Its Translating in Indonesia Subtitling* categorized the verbal humor and described how verbal humor dialogue is translated in the audiovisual product, especially in subtitling in *The Rio*, animated film. She analyzed the humor in *Rio* animated film based on the situational context and also the utterances told by the characters. She designed her research as a descriptive

qualitative research. The data were collected manually from the VCD of *Rio* animated film. The VCD became the data source because the subtitling in the VCD version is more complete and clear than the DVD version. The data were words, phrases or sentences which contain verbal humor and its Indonesian subtitles. Firstly, she defined and categorized the material into group depend on what kind of verbal humor that found. For example, wordplay elements, such as homophony or homonyms. Secondly, these categories analyzed further and discussed based on their subtitling strategies. Thirdly, three respondents who have certain qualifications to assess the acceptability of the translation were involved in this research. In analyzing the data, she used the table, and questionnaire that is given to three respondents. Table is used to make the analysis easier while questionnaire is used to gain information from the respondents about translation quality assessment in term of acceptability. Started from Verbal Humor Theory proposed by Spanakaki (2007) she found wordplay, allusion and verbal irony. Then, based on subtitling strategies theory proposed by Gottlieb (2001) she found eight subtitling strategies the translator applied in translating the verbal humor dialogues. They are expansion, paraphrase, transfer, imitation, transcription, condensation, and decimation.

By all of these, the researcher conducts the kinds of verbal humor in *The SpongeBob Movie: Sponge Out of Water*” animated film. It is chosen as the object of the research because *Spongebob Squarepants* is a film that represents life of marine creatures under the sea in form of animation. Beside that *SpongeBob SquarePants* is the animation film that enjoyed by all ages. Carey Bryson, Kid’s Movies Expert,





