

Grice's Maxim in Humor Conversation of Yoo Bro Meme Comic

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Abstract

Humor is funny thing which is made by creativity, interest, and critic to entertain the reader. Through humor violating maxims may occur. This studies concerns on Grice's Maxim in Humor Conversation of Yoo Bro Meme Comic. The main focus of the researcher is to analyze violating maxims use in the conversation of yoo bro meme comic. The purposes of this study are; (1)To identify and classify kinds of maxim are disobeyed in humor conversation of Yoo bro meme comic and (2)To explain how violated maxim generates a sense of humor in Yoo bro meme comic. The design of this study was descriptive qualitative which describes what the data shows. The researcher was the key instrument because she directly involved collecting and analyzing the data in this study. The researcher conducted the study and took the data from website <https://me.me/t/yoo-bro>. The source of data is 48 conversations. This study used Miles and Huberman's flow model for analyzing. To identify types of violating maxim and how violating maxim generate sense of humor, researcher applied theory proposed by Grice (1975) as guideline. The result reveals that: (1)There are four types violating maxims found in the conversations of Yoo Bro Meme Comic, namely, violating maxim of quantity, violating maxim of quality, violating maxim of relation, and violating maxim of manner. The most frequent type of violating maxim used by the subject is violating the maxim of quality which occurred 22 times 36.07% of the total violations. The second most common was violating the maxim of relation, this happened 19 times or 31.15% of all occurrences. Violating the maxim of quantity came in third with 22.95% or 14 occurrences. The least frequent type of violating maxims to be used in the conversation of Yoo Bro Meme Comic is violating maxim of manner. It happened 6 times or 9.83% of the total occurrences. (2) To generate sense of humor in yoo bro meme comic, the result showed that behind of violating maxim of quantity the speaker being uninformative, the speaker did not attempt to go truthful behind violating maxim of quality, the speaker being irrelevant behind violating maxim of relation and being unclear behind violating maxim of manner.

Keywords: Grice's Maxim, Cooperative Principle, Violating Maxim, Humor, Conversation

1. Introduction

A language is a tool of communication that we used in daily life (Keraf,1994). The use of language must be considered along with the aspect of language that we know as Linguistic. To understand the meaning of a language the understanding of it's linguistics is very much needed. According to Kroeger (2004), there are two branches of linguistics to learn about meaning there are namely semantic and pragmatic. Semantic is a study about the real meaning and pragmatic is a study about contextual meaning. All of this has an important role in language use. In order to draw a conclusion as to the goals of the conversation both must be conveyed properly.

A conversation is a form of human interaction in society. According to Nordquist (2017), "conversation is a verbal exchange between two or more people." In the process of interactions people use media (language). Language plays an important role in the

conversation process to interact and communicate. People can share an idea, information, and story by using language either in oral or writing form.

There are four things to note when we use language for communication those are, the theory of Grice (1975) cooperative principle known as Maxim. Grice as cited in Yule (1996) stated that, "conversation emphasized four maxims, namely Maxim Quality, Maxim Quantity, Maxim Relation, and Maxim Manner. Those maxims appear to make conversations relevant, clear, informative and polite." Grice maxim explains that the success of a conversation depends on the speaker's capability in the use of language.

The cooperative principle is carried out in an effort to establish cooperation between the speaker and speaking partner in the conversation to achieve the purpose of the communication. In some cases cooperative principle maxim is not achieved because a violation happens. According to Grice as cited in Cutting (2002) he stated that, when the speaker deliberately disobeys the maxim of cooperative principle, then the "violation" of maxim happens. Those violate of maxims are violating maxim of quality, violating maxim of quantity, violating maxim of relation and violating maxim of manner.

2. Literature Review

Violating maxim happens do to reason such as Tupan and Natalia (2008) cited in Azizah (2017) that people tend to do violation for some reasons in real life situation; Hiding the truth, saving face, feeling jealous about something, satisfying the hearer, cheering the hearer, avoiding hurting the hearer and also as cited by Raharja' in his thesis 2015 titled 'Analysis on Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand up Comedy Indonesia Season 4' he stated that "The violation of cooperative maxims is commonly used in creating humor". Related to the reasons, it shows there is a close relationship between violating maxim and humor as a cause and effect.

Yoo bro is a meme comic that presents humor in the form of statement and short conversations using the themes of daily life. When viewed from the type of comic "meme", that indicates there is a potential violation in it. Humorous factors happen in Yoo Bro's presentation which is derived from the appearance of implied meaning inside the conversation which results in conflict within it because of miss understanding among the speakers. There are many ways to convey humor but the most popular and commonly used is humor that is presented in a form of conversation. For example; humor contained in a film, talk show, comedy even in a standup comedy program they use a form of conversation to deliver their experience or story to the audience.

The nature of humor is entertaining; therefore the response of most people to the situation of humor is to laugh. Besides that, humor is also useful in teaching English as a foreign language. It has effective and cognitive benefits for students in their learning, and the teacher-student relationship. Referring to Pham's thesis (2014) "The use of humor in EFL teaching: A case study of Vietnamese university teachers' and students' perceptions and practices", research findings shows that humor helps to increase student interest and motivation in learning English, and preferred a humorous teacher to a non-humorous one. Learning linguistic through humor can be teacher's alternative for pragmatic teaching and also it can help the student to establish their critical thinking through humor and improve students reading comprehension.

The surface of humor contained in language can be identified easily but to understand the depths of it an analysis of the sentences and structure is needed. In general, the theory of Grice's maxim aims to explain the rules of language use. It can be used to get a better understanding of the factors that influence the meaning, or humor in a sentence or

everything related to language. Based on the explanation above this research is entitled, "Grice's Maxim in Humor Conversation of Meme Comic Yoo Bro", the focus of this research is to identify maxim that creates humor and to explain how violated maxim generate the sense of humor. To support the researcher in conducting this research the source of data that will be researched is Yoo Bro meme comic.

3. Methods

In this study, the researcher applies a qualitative method to give more explanation related to the things that the researcher wants to describe. Qualitative method is a research procedure that produces descriptive data of a subject's behavior in a situation or an experience of the people being observed (Burns and Grove, 2003). This kind of method is useful in enabling the collected data to be analyzed, interpreted, and concluded. To describe the life, and give meaning to the condition, phenomenon, and experience in a systematic and subjective way we need to use a qualitative approach (Burns and Grove, 2003). According to Creswell (2009), Qualitative research is a study about the natural setting of a phenomenon, interpreting the phenomenon in detail.

The design of the research is descriptive qualitative to analyze, interpret, and conclude the data based on a theory and research problem. This method can be interpreted as a procedure to solve research problems by describing the situations of the study based on the criteria of guidelines and accurate facts while descriptively and qualitatively analyzing the depth of the content of textbooks, essays, newspapers, novels, magazine, articles, cookbooks, or any type of communication which allows researchers indirectly studying human behavior to obtain the descriptive data in either spoken or written form (J. R. Fraenkel & Norman E. Wallen 2012).

This approach has a relation and is also appropriate for this study. It causes the focus of the researcher are analyzing the written form of conversation to identify and classify kinds of maxims that are found and also to explain how violated maxims generate a sense of humor for 'Yoo Bro meme comic' and draw a conclusion.

Data and Source of Data

Qualitative research makes the data as a subject that has an absolute position. The idea behind qualitative research is to purposefully select participants or sites (and/or documents or visual material) that will best help the researcher understand the problem and the research question (Creswell, 2014). Based on that explanation this research researcher will use words and utterances uttered by the speakers in meme comic Yoo Bro as the subject of the study. The data will aid and support the researcher in understanding the problem and the research question with more clarity. The data that this researcher will process are maxims and violating maxims found in humor and conversations of Meme Comic Yoo Bro. The source of the data in this study was collected from website <https://me.me/t/yoo-bro>. The data will categorize by the appearances of non-observance that appear within the conversations (violating maxim of quality, violating maxim of quantity, violating maxim of relation, and violating maxim of manner).

Data Collection Procedures.

According to Fraenkel, Wallen, & Hyun "Qualitative researchers go directly to the particular setting of interest to observe and collect their data."(2012:426-427) Based on that statement, the data in this research is data documented (conversation form of

conversation) in the process of collecting the data. The researcher obeys some procedures as follows:

1. The researcher take the data from the website <https://me.me/t/yoo-bro> based on research problems
2. Researcher observe the utterances in the data found
3. Researcher rechecks the data found.

Data Analysis Technique

Processing and analyzing the data in this study: There are three techniques for qualitative researcher to collect and analyze the data. 1. Observing people as they go about their daily activities and recording what they do. 2. Conducting in-depth interviews with people about their ideas, their opinions, and their experiences. 3. Analyzing documents or other forms of communication (content analysis), (Fraenkel, Wallen, & Hyun. 2012:445). This researcher will use document analysis as the data analysis technique. The researcher will observe and perform the steps of Miles and Huberman, (1994), in which they stated that activity in the qualitative data analysis is performed interactively and runs continuously until complete. The flows of activities in this data analysis concur in three parts: data reduction, data display, and drawing conclusion).

4. Result

The researcher found the data from <https://me.me/t/yoo-bro> as much as forty-eight based on Grice's theory that covering whole the maxim as non-observance (violating maxim of quality, violating maxim of quantity, violating maxim of relation and violating maxim of manner), that was found in the conversation of Yoo bro meme comic.

Based on the result of the analysis, researcher found sixty-one violating maxim from forty-eight total of the conversation that she identified in the conversation that were proposed by Grice (1975). The most frequent type of violating maxim used by the subject is violating the maxim of quality which occurred 22 times 36.07% of the total violations. The second most common was violating the maxim of relation, this happened 19 times or 31.15% of all occurrences. Violating the maxim of quantity came in third with 22.95% or 14 occurrences. The least frequent type of violating maxims to be used in the conversation of Yoo Bro Meme Comic is violating maxim of manner. It happened 6 times or 9.83% of the total occurrences. The result of the study shows that in conversation of yoo bro meme comic found four types of violating maxim that contributes to create a funny conversation which aims to entertain its reader.

5. Discussion

There are sixteen ways found from eighteen ways of violating maxim in the conversation based on the theory proposed by Grice (1975) in Tupan and Natalia (2008), researcher found that there are four ways behind violating maxim of quantity in the conversation of meme comic yoo bro which are; (1) the speaker executes circumlocution, or is not direct to the point is used for 5 utterances,(2) the speaker is uninformative is used for 11 utterances,(3) the speaker talks to briefly is used for 5 utterances,(4) the speaker talks to much is used for 1 utterance.

Behind violating maxim of quality in the conversation of meme comic yoo bro, the researcher also found four ways in other to generate sense of humor which are;(1) the speaker lies or says something that is believed to be false is used for 14 utterances,(2) the speaker uses

irony or makes ironic and sarcastic statements is used for 7 utterances,(3) the speaker denies something is used for 1 utterance, (4) the speaker distorts information is used for 4 utterances.

For violating maxim of relation, the researcher found five ways behind the violation, those are; (1) the speaker does not match the conversation with the topic is used for 13 utterances,(2) the speaker changes conversation topic abruptly is used for 5 utterances,(3) the speaker avoids talking about something is used for 5 utterances,(4) the speaker hides something or hides a fact is used for 2 utterances,(5) the speaker does the wrong causality is used for 5 utterances,

Likewise, the researcher found three ways behind violating maxim of manner, those are;(1) the speaker uses ambiguous language is used for 3 utterances,(2) the speaker exaggerates thing is used for 3 utterances,(3) If the speaker uses slang in front of people who do not understand it is used for 1 utterance.

6. Conclusion

The researcher concluded this research based on what have been mentioned above; those ways are always related to violate the maxim such as violating maxim of quantity, violating maxim of quality, violating maxim of relation and violating maxim of manner, those maxim support to generate sense of humor in conversation of meme comic yoo bro.

To generate sense of humor in yoo bro meme comic, the result showed that behind of violating maxim of quantity the speaker being uninformative, the speaker did not attempt to go truthful behind violating maxim of quality, the speaker being irrelevant behind violating maxim of relation and being unclear behind violating maxim of manner.

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