A CONVERSATIONAL IMPLICATURE ANALYSIS ON THE VERBAL HUMOR OF THE SELECTED EDITIONS OF *THE BORN LOSER* COMIC STRIPS

THESIS

A Thesis presented to the English Department,
Faculty of Letters, Jember University
As one of the requirements to get
The Award of Sarjana Sastra Degree
In English Studies

WAHYUNINGSIH
NIM. 030110101062

ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
2008

ABSTRACT

A Conversational Implicature Analysis on the Verbal Humor of the Selected Editions of *The Born Loser* Comic Strips, Wahyuningsih, 030110101062, 2008, 52 pages.

In our daily communication, people tend to convey their intentions implicitly for some particular reasons. This phenomenon also happens in *The Born Loser* comic strips in which the cartoonist presents the humor implicitly to create the funny effect. This makes the humor of *The Born Loser* comic strips difficult to be interpreted.

Considering this, the writer use the implicature theory as the frame work of this thesis to analyze the humor of the comic, with the following problems to discuss; How implicature analysis gives contribution to the readers in understanding the humor of the comics, and how comic strips should be interpreted. From those problems this thesis is aimed to describe how implicature analysis gives contribution to the readers in interpreting the humor of the comic as well as to describe how to interpret comic strips. The writer also uses the theory of humor in order to form the more comprehensive interpretation.

The data of this thesis are qualitative data. The data are in the form of dialogues of *The Born Loser* comic strips obtained from the selected editions of *The Jakarta Post News Papers*. This thesis employs descriptive analysis. In the descriptive analysis, the writer does not merely describe the data but also make interpretation on them. Thus, in this thesis the writer analyze the data by using descriptive method with the theory of implicature and the theory of humor as the frame works.

The result of analysis shows that all of the comic strips fail to observe the cooperative principle and generate implicature. In this way, the cartoonist tries to create the funny effect that can evoke the readers to produce laughter. This reveals that the theory of implicature gives the significant help in interpreting the comic strips. For the readers, the writer has some tips about how to interpret the humor of comic strips; first, read the comic strips carefully. Next, identify when and where the comic takes place (the context). Third, try to remember the important moment happened on the publication date of the comic because the comic strips are usually talking about the actual event happened on their publication dates. Lastly, identify the implied message that the cartoonist wants to convey to the readers by correlating the text with the context and the background knowledge.

Key words*: implicature, humor, maxim, cooperative principle*.

TABLE OF CONTENTS

CHAPTER I: INTRODUCTION

CHAPTER II: THEORETICAL REVIEW

CHAPTER III: METHODOLOGY OF RESEACH

CHAPTER IV: ANALYSIS AND RESULT

BIBLIOGRAPHY

CHAPTER I: INTRODUCTION

1.1 The Background of the Study

People use language to communicate with others. Language is very important as a means of communication. By using language we can express our idea, feeling and emotion to others. Finegan, Besnier, Blair, and Collins (1992:3) state that "Traditionally, language has been viewed as a vehicle of thought, a system of expression that mediates the transfer of thought from one person to another".

As a medium to describe ideas, emotion, and feeling to others, language has two forms, spoken and written. According to Halliday (1985b) cited in Nunan (1993:8-9) the existence of written text is as the result of cultural changes that create new communicative needs. Long time ago, people looked for food by gathering and hunting, but the culture then evolved into agriculture. Thus, people needed permanent record about farming that could be referred over and over again. This led to the emergence of written form of language.

Furthermore, Halliday suggests that written language has three major functions similar to the spoken language, they are: to get things done, to provide information and to entertain.

Those functions support the appearance of mass media. Newspaper is one example of mass media that has function to provide information and to entertain. Readers will get a lot of information by reading newspaper's articles as well as they will be entertained by the comic strips of the newspaper.

Comic strips are not the primary material of newspapers. It is usually placed in the entertainment section. However, the presence of comic strips as humorous text is always expected by readers as the intermezzo after reading the more serious articles.   Comic strips constitute a kind of interesting language and pictures. They try to attract and entertain the readers. They usually talk about daily conversations,