



**AN ANALYSIS ON CONVERSATIONAL IMPLICATURE
OF THE VERBAL HUMOUR OF THE SELECTED
MIMI AND EUNICE COMIC STRIPS**

THESIS

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JEMBER UNIVERSITY**

2015



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A thesis presented to the English Department,
Faculty of Letters, Jember University,
as one of the requirements to obtain
the award of Sarjana Sastra degree
in English Studies

**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY**

2015

DECLARATION

I hereby state that this thesis entitled “An Analysis on Conversational Implicature of the Verbal Humour of the Selected *Mimi and Eunice* Comic Strips.” is an original piece of writing. I declare that the analysis and the research described in this thesis have never been submitted for any other degree or publications. I certify to the best of my knowledge that all sources used and any help in this preparation of this thesis have been acknowledged.

Jember, 11 December 2015

The writer,

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DEDICATION

This thesis is dedicated to:

1. My much-loved parents, for your prayer, endless support, great effort, and wholehearted love.
2. My family, for supporting me along this way.
3. My almamater
4. All of my friends in English Department Student Association thank you for months of a great time.
5. Mr. Akrom, Mr. Amar, and Mr. Abdillah. You all inspire and motivate me a lot.

MOTTO

If Allah helps you, none can overcome you

(anonim)



ACKNOWLEDGEMENT

First, I would like to thank and express my deepest gratitude to Allah SWT who bestowed His blessing and care.

This thesis has been completed with the involvement and assistance of many people. Heartedly my words of deep appreciation are conveyed to them:

1. Dr. Hairus Salikin, M.Ed., Dean of Faculty of Letters, Drs. Albert Tallapessy, M.A., Ph.D, and Dra. Supiastutik, M.Pd, who have given me the chance to compose this thesis as one of the requirements to achieve the award of Sarjana Sastra Degree in English Studies.
2. Drs. Syamsul Anam, M.A as my first advisor who has found time during his busy time for guiding me and finding the answer of the problems I encounter in writing my thesis. Sabta Diana,S.S. M.A, as my second advisor who has patiently guided and supported me in writing this thesis as well.
3. All of the lecturers of Faculty of Letters who have taught me their most valuable knowledge during my academic study.

At last, my sincere thanks go for the ones that I cannot mention one by one. Thanks for the encouragement and support during the writing of this thesis. I do hope this writing will be a useful reference for the following study.

Jember, 11 December 2015

Yusuf Wibisono

SUMMMARY

An Analysis of Conversational Implicature on the Verbal of Humour of the selected Mimi and Eunice Comic Strips; Yusuf Wibisono; 080110101052; 2015; English Department; Faculty of Letters; Jember University; 55 pages

People communicate each other in daily activities in different ways. Some of them literally say what they want to say, but others indirectly say their intended meaning by using implicature in their conversation. Implicature is used by people to indicate that they have an implied meaning the others should understand and the use of implicature leads them to flout the maxim of Cooperative Principle. Understanding implicature is important to minimize misunderstanding between two participants in a conversation and the possibility of making wrong inference by the addressee.

The object of this study is *Mimi and Eunice* comic strips since it presents language phenomena where implicature is used by the characters in the comic strips. Therefore, this research is held to find out the implied meaning of the characters by analysing the utterances that flout the maxims of Cooperative Principle in accordance with the context of situation in the comic strips. This study employs qualitative and quantitative research. Qualitative method is applied to describe the data in the form of utterances in the dialogue sand quantitative one is used to shows the statistical calculation on the number of each kind of flouting of maxims found in the *Mimi and Eunice* comic strips.

Based on the result of the flouting maxims analysis, there are 22 utterances that flout single maxim and 1 utterance that flouts double maxims. There are 11 utterances flout the maxim of Quality, 2 utterances flouts the maxim of Quality, 4 utterances flout the maxim of Relevance and 7 utterances flout the maxim of

Manner. The result shows that the characters use implicature to indicate that they have implied meanings. The use of implicature makes them flout the maxims of Cooperative principle. The flouting of the maxims of Cooperative Principle may cause misunderstanding and wrong inference that the addressee probably made if the addressee do not understand the implied meaning of the speaker.

Keywords: Implicature, Cooperative Principle, flouting maxims, context of situation.

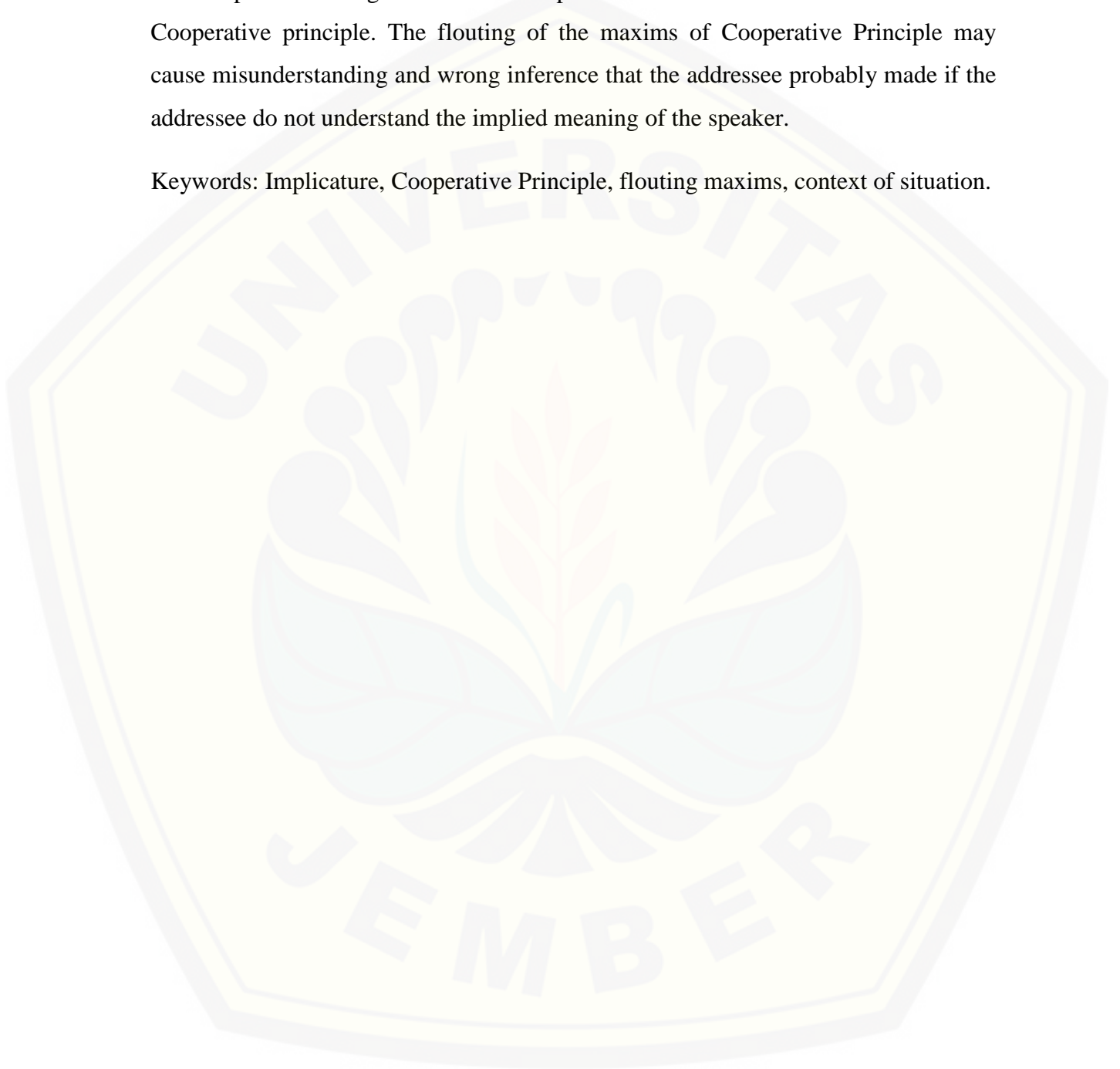


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CHAPTER I. INTRODUCTION

1.1 The Background of the Study

According to *Oxford Advanced Learner's Dictionary* (1995: 662) "Language is the system of sounds and words used by human to express their thoughts and feelings". As the above definition of language, the role of language for human life is very important. People express their desire, feeling, and thought to other people by using language. Therefore, language has purposes as a link to communicate and establish social interactions among people. Halliday and Hasan (1985: 15) stated that people do different activities with their language; they create many things in different aims and different purposes by using language for instance by talking and writing, and by listening and reading.

Language as a system of meaning consists of words, phrases, and clauses. These establish communication among people. However, sometimes people misunderstand in communication. This is because in daily communication much information is implied rather than asserted. Communication made by not only knowing and constructing words, phrases, and clauses. As Yule (2010:127) stated, "Communication clearly depends on not only recognizing the meaning of words in an utterance, but recognizing what speakers mean by their utterances". To analyze misunderstanding of people in communication, Kecskes explained about the theory of Grice as cited in Mey (1998:106)

"He argued that most aspects of utterance interpretation that traditionally are regarded as conventional, or semantic, should be treated as Conversational, or pragmatic. This means that the hearer constructs and evaluates a hypothesis about the speaker's meaning. In this process, she/he relies on the meaning of utterances, contextual and background assumptions, and general communicative principles that speakers are supposed to observe in normal circumstances. In the center of the Gricean approach are the so-called Implicatures".

The Grice theory of Implicature is a part of Pragmatics. Pragmatics as a study of speaker's utterance covers the way that how people recognize meaning of communication even though it is not actually said or written. Meibauer (in Mey, 1998:365) stated, "What is said is that part of meaning that is determined by truth-conditional semantics, while what is implicated is that part of meaning that cannot be captured by truth conditions and therefore belongs to pragmatics". Implicated meaning can be found in many kinds of comic strips.

Comic strip is series of images, usually arranged parallel, that are designed to be read as a narrative or a chronological sequence. The story is usually original in this form. Words are introduced within each image. If words functionally dominate the image, it then becomes simply illustration to a text. The comic strip is basically a mass medium, printed in a magazine, or a book (Kunzle, n.d.).

In comic strip, there are pictures and texts. Both of them have a significant relation that cannot be separated each other. Comic strip linguistically has something interesting and unique to investigate. This is because comic strip has visual representations of the different levels of communication that take place in a conversation, using symbols, drawings, and colour. By seeing the different elements of a conversation presented visually, some of the abstract aspects of social communication such as recognising the feelings and intentions of others are made more concrete and are therefore easier to understand. One important aspect of comic strip, which is always intended by many readers, is humour. Comic strip is one of product that is created by language that we can find in some media. The writers of comic strip entertain people or reader by using humorous written language.

Many readers are always excited about humorous messages or intended meaning that is inserted into comic strip because it can make the reader laughs or even just smiles at the time. However, not all reader can capture the humorous messages in comic strip. In other way, Ross (1998: 14) states

“It’s possible to claim that something is humorous, even though no one laughed at the time—and it can often happen that people laugh, but someone can claim, ‘That’s not funny’. Smiling and laughter can also be a sign of fear or embarrassment. Despite these objections, the *response* is an important factor in counting something as humour”.

Getting humorous point in comic strip is not as simple as our imagination; this is because the cartoonist puts the messages of conversation in comic strip implicitly, so this is quite difficult to understand what comic strip message is intended without identifying the context of the comic strips. Wijana cited in Wahyuningsih (2008:2), he states that the humour is universal and unique. Universal means that people can find humorous event in the humour of different languages; whereas unique means that, they can be found in a certain language as the manifestation of cultural uniqueness. Therefore, every culture has particular sense of humour, sometimes there are many kinds of thing accepted as funny things in certain culture but that is not so for other culture.

According to Wijana cited in Dian (2013: 3) almost all research about humour are concerned with concept of incongruity, conflict, and relief. Linguistically, conflict and incongruity in humour happen because of avoiding to apply pragmatic norms of language; either textual or also interpersonal. Textually, deviation happens in cooperative principle. Interpersonally, deviation happens in politeness principle and pragmatic factor.

According to the descriptions of comic strip above, this thesis has to be analyzed by using Conversational Implicature analysis. This thesis will take comic strips titled *Mimi* and *Eunice* as the object of the analysis. *Mimi and Eunice* comic strips were published first in internet by An American Jewish Cartoonist named Nina Paley. Based on <http://www.animasyros.gr>, Nina Paley is the creator of the animated musical feature film “Sita Sings the Blues”, which has screened in over 150 film

festivals and won over 35 international awards. Nina is currently producing a series of animated shorts about intellectual freedom called Minute Memes, and a new daily comic strip, Mimi & Eunice.

Dealing with *Mimi and Eunice* comic strip, there are pictures and texts. Linguistically, verbal humour in the text of the comic strip is remarkable to analyse, this is because there are many utterances that belong to non-observance of Cooperative Principle. As a result, this thesis entitled “An Analysis on Conversational Implicature of The Verbal Humour of The Selected *Mimi and Eunice* Comic Strips.

1.2 Research Topic

Research topic of this study is Conversational Implicature

1.3. Research Problem

The use of implicature does not only happen in a real life but also in the comic strip. Both the characters in *Mimi and Eunice* comic strip use implicature in their speaking because they have an implied meaning they want the addressee to know. In this comic, both the characters implicate something in their speaking that makes them giving more information than is needed that leads them to flout the maxim of Cooperative Principle. This comic is humorous. However, often many addressees do not understand that the speaker is being humorous; therefore, many addressees do not understand what the speaker actually means. It leads to misunderstanding and dispute of the speaker’s utterances. That is why people need to know an implicature that other people may say and how it works in humorous utterances.

1.4 Research Questions

Research questions in this study are formulated as follows:

1. What makes the utterances in the comic strips humorous? And why?

2. What Cooperative Principles are flouted?
3. What is the implied meaning and the real meaning in the comic strip utterances?

1.5 Purposes of the Study

1. To explain about the humorous utterances of the comic strips and to know why the utterances being humorous.
2. To explain about Conversational Implicature applied on the humour of the comics.
3. To explain about flouting Cooperative Principle in the comic strips conversation.

CHAPTER II. LITERATURE REVIEW

Before going to analyze the data, it should be better to review some researches in the same field, in order to give framework to the analysis of data. Those are:

2.1 Previous Researches

First, Sigit Pratama did his research in 2010. His research focuses on how the theory of Conversational Implicature analysis contribute to the readers in interpreting the messages of the talking points, he also explains about four maxims of Cooperative Principle and flouting of the maxim. The results of this research explained about the finding of Conversational Implicature forms. By using the theory of Conversational Implicature to analyze the talking points, the writer found in talking point a relevant topic between the speaker and the issue happened in each talking point, it is indicated in the talking points that there are existence of the flouting maxim.

Second, the research of Wahyuningsih in 2008. Her research describes the role of Implicature analysis in interpreting the verbal humour of the *born loser* comic strips. Based on the result of utterances of the comics, the conversations have failed to observe the Cooperative Principle including its maxims and have formed Implicature. The advantage of the Implicature analysis in analysing the humour of the comic strips is to form a comprehensive interpretation.

Third, research of Bahaeddin Abulhassan in 2013. The research investigates the use of humor by the Egyptian demonstrators in January 25th. It answers the questions how and why demonstrators use humour. His research explores how humour can be used as a strategy of nonviolent resistance to oppression and dictatorship. The study aims to recognize the pragmatic nature of humour and its explanation according to Grice's Cooperative Principles. It combines linguistic,

sociological, and psychological theories about humour with theory of speech act. Humour is considered in the study as speech act of declaring resistance to oppression. As a comparative study, it tries to find out the similarities and differences in the two events. Humour seems to have a powerful potential in facilitating outreach and mobilization. The findings of the study provide an outline of the functions of humour as a form of resistance.

2.2 Theoretical Review

2.2.1 Pragmatics

Pragmatics is often compared with semantics and syntax, they are part of linguistics. They are used as a tool to analyse verbal communication of human life. They have differences in approaching problems that happens in language. Morris (In Mey, 1998:786) states,

“Syntax is considered to be the study of the formal relations of one sign to another, while semantics studies the relations of signs to objects in the outside world. Finally, pragmatics is thought of as the relation of signs to those who interpret the signs, the users of language”.

Levinson (1995:12) states, “Pragmatics is the study of all those aspects of meaning not captured in a semantic theory”. Pragmatic skills are very important for communicating our personal thought, idea, and feeling. People with poor pragmatic skills often misinterpret other’s communicative aim and have difficulty responding appropriately either verbally or non-verbally. Yule (1996: 9) states that Pragmatics has the benefit that is someone can have a discussion about people’s intended meaning, their assumptions, their purposes and the kinds of action(for example, requests) that they are doing when they speak. The utterances taken from *Mimi and Eunice* comic strip are intended to be more meaningful. Therefore, it is necessary to

deal with some theories; context of situation and Implicature, related to the intended meaning of utterances in certain speech situation.

2.2.1.1 Context of Situation

It is easier to interpret an utterance by analysing the context; this is because many utterances can be more understandable by knowing in what context of situation the utterances are said. Lyons (in Levinson, 1995: 23) he offers features of context that are knowledge of role and status, knowledge of spatial and temporal location, knowledge of formality level, knowledge of medium (like the distinction written and spoken language), knowledge of appropriate subject, and knowledge of appropriate province (register of language).

Context is either physical context or the linguistic context. Linguistic context is the set of other words used in the same phrase or sentence, also called co-text. Physical context is the situation, time, and place in which words are used. For example, the word bank has more than one meaning. The word “bank” is used in a sentence together with words like steep or overgrown; we have no problem deciding which type of bank is meant. Someone says that she or he has to get to the bank to withdraw some cash, so it is easy to recognize which type of bank is intended. This is called linguistic context. The word “bank” on the wall of a building in a city, the physical location will help the interpretation of the word bank that is a building in which the business of banking transacted (Yule, 2010:129).

2.2.2 Implicature

Paul Grice popularized the concept of implicature in his famous William James lectures. Levinson (1983:100) states about Gricean implicature, it is a theory that belongs to pragmatics, that covers the way that people recognize meaning of communication even though it is not actually said or written. It is concerned with this distinction between *saying* and *meaning*. How do speakers know how to generate

these implicit meanings, and how can they assume that their addressees will reliably understand their intended meaning. His aim is to discover the mechanism behind this process. Grice made an important distinction between what a speaker means or implies and what a sentence or other expression means or implies. As the following example:

Bob: Are you coming to the party?

Jane: You know, *I'm really busy*.

Jane's response pragmatically implicates her intention (that she would not come to the party). The fact that usually several alternative interpretations are possible. For example, the dialogue above could also go like this:

Bob: Are you coming to the party?

Jane: You know, I'm really busy, *but I'll come*.

With response but *I'll come*, Jane effectively cancels the Implicature that she would not come to the party. Another example below:

A: What's your specialty?

B: Food photography. though cash would be nice too. I am shoot for food

Professional photographers usually specialize in one type of photography (for example: a wedding photographer would mainly take photographs of weddings, etc). In conversation, it would be expected that "Food photography" in B utterance at first time refers to that photographer's specialization, but it can be seen in the following utterance that B actually just want to take any kind of pictures in exchange for food. Keep in mind, that self-employed photographers do not have regular employment and may meet difficulties to earn enough money at times (Pierrel, n.d.)

According to the following explanation above, if people want to have a talk, they try to have conversation successfully. Meanwhile, when someone tries to avoid

cooperation of the basis conversation, his or her utterances will be something funny or even just make someone smiles. The concept and the function of cooperation and implicature, according to Grice, he divides implicature into two forms, that are conventional implicature and conversational implicature.

2.2.2.1 Conventional Implicature

This concept helps the addresser's utterance meaning by using linguistic context or co-text. conventional implicature does not depend on the cooperative principle or the maxims. They do not have to be seen in conversation, and they do not base on specific context for their interpretation. Conventional implicature is related with special words and result in additional conveyed meanings when those words are used (Yule, 1996: 45). For example

George is short but brave. (contrast)

Sue and Bill are divorced (conjunction)

He jumped on his horse and rode away. (sequence)

I dropped the camera and it broke (consequence)

2.2.2.2 Conversational Implicature

The most accepted type of implicature is the conversational Implicature. According to Grice (1983:100), it comes in two ways, generalized conversational implicature and particularized conversational implicature. The following example illustrates this distinction:

Speaker A: What time is it?

Speaker B: Some of the guests are already leaving.

Particularized Conversational Implicature: It must be late.

Generalized Conversational Implicature: Not all of the guests are already leaving.

In addition, generalised conversational implicatures are consistently associated with certain linguistic forms or independent of the context. For example, if someone utters Peter is meeting a woman this evening, it is implicated that the woman is not his wife or close relative because of the indefinite article. In contrast to generalized conversational implicatures, particularized conversational implicatures are context-dependent, and they are not consistently associated with any linguistic form. The distinction between Conversational Implicature and conventional Implicature is on the observation that in coordination Levinson (in Mey, 1998:365).

Therefore, to identify humorous utterances, it is necessary to get explanation of conversational implicature deals, with the exploitation and observation of the cooperative principle and a set of maxims.

Grice stated that in order to understand intended meaning of utterances, there must be some underlying principles of cooperation between participants. Those principles are formulated as the guideline for the efficient use of language. Grice named them as the Cooperative Principle which consist of number of maxims (Levinson 1983:100). In other words, it means that Grice develops a theory to explain conversational implicature by following the rules of cooperative principle in each four maxims for efficient communication.

Grice (in Levinson, 1983:100) stated that cooperative principle as the following explanation “Make your Conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”.

A. Maxim of Quantity

1. Make your contribution as informative as is required (for the current purposes of exchange).
2. Do not make your contribution more informative than is required.

B. Maxim of Quality

Try to make your contribution one that is true.

1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence.

C. Maxim of Relevance

Be relevant.

D. Maxim of Manner

Be perspicuous.

1. Avoid obscurity of expression.
2. Avoid ambiguity.
3. Be brief (avoid unnecessary prolixity).
4. Be orderly.

Grice (in Levinson, 1983:101)

In every part of conversation among people, failure to fulfil the maxims is a possible thing. Perhaps, this is because they are incapable of speaking clearly (they feel nervous, frightened, etc.) or because they try to hide their own idea or information that is unwilling to share with. Thomas (in Alvaro, 2011: 36) resumes Grice's theories; there are five ways of non-observance of the maxims: flouting a maxim, violating a maxim, opting out a maxim, infringing a maxim, and suspending a maxim.

A. Flouting

Thomas (in Alvaro, 2011: 37) describes about Grice's definition about flouting. Flouting happens, when a speaker fails to fulfil a maxim not with any intention of deceiving or misleading, but because she or he wants the hearer to look for a meaning, which is different from, or in addition to, the expressed meaning.

Flout Maxim of Quantity

Giving more or less information than the situation demands

A: where have you been?

B: out

The Implicature of this conversation is B does not want to talk clearly by giving less information or B is angering with A.

Flout Maxim of Quality

1. They say something that they do not have enough evidence.
2. They say by using hyperbole, metaphor, irony, sarcasm

Flout Maxim of Relation

There is no relation, the first utterance with any other utterances.

Flout Maxim of Manner

They do not say in clear utterance, they say in ambiguous and obscure way.

B. Violating

Grice (in Wahyingsih, 2008: 13) states “violating maxim is saying something, which seems to be true, but implicating something, which is untrue in which the person who is being deceived has no idea that he is being deceived”.

For example:

Brooke: they make a nice couple; he is charming and very attractive, are you okay?

Jerry: yeah

Jerry is violating maxing of quality because he is not ok. He has been drinking alcohol. Now he feels sick. (Alvaro, 2011: 39)

C. Opting Out

Yule (1996: 39) explained Opting out a maxim is failure in observing maxim because the speakers does not intend to cooperative. Further explanation was described by Thomas (in Alvaro, 2011: 39) “opting out happens when the speaker wishes to avoid generating a false Implicature or appearing uncooperative”.

D. Infringing

Grice described in (Wahyuningsih, 2008:13) the term of infringing a maxim that caused by failure in observing a maxim and some kind of factors such as nervous and drunkenness. Other description about infringing a maxim is explained

“The speaker fails to observe a maxim with no intention of generating and Implicature and with no intention of deceiving. In other words, the non-observance of the maxims is a result of imperfect linguistic performance rather than any desire on the part of the speaker to generate a Conversational Implicature. This could occur because the speaker has an imperfect command of the language (a child or a foreigner), she or he is nervous, drunk or because of some cognitive impairment” Thomas cited in Alvaro (2011:39)”.

For example: Brooks: is this a woman’s hair? Jerry (a bit drunk): is this.. is this a woman’s hair? I mean, it could be ...I suppose. Possibly from, uh the taxi. It was I mean, I think, you know, all the people in and out, I probably sat up in. I guess, the woman’s hair. I am exhausted (Alvaro, 2011: 40)

E. Suspending

Grice (in Wahyuningsih, 2008:14) explained suspending a maxim “to explain the condition in which the participants are not expected to be cooperative. The suspension of the maxims may be specific to a certain culture or certain occasion”. In other view, Thomas (in Alvaro, 2011: 40) elaborated the term suspending a maxim.

“The speakers do not observe the maxims because there is no expectation on the part of any participant that they will be fulfilled (hence the non-fulfilment does not generate any Implicatures). This category may be culture specific. Instances of the suspension of the maxim of quality can be found in funeral orations and obituaries, of

the maxim of manner in poetry, of the maxim of quantity in the case of telegrams, telexes some international phone calls and of all three maxims in the case of jokes. It is difficult to find any convincing examples in which the maxim of relation is suspended”.

It is important to consider non-observance of the maxims (violation, infringement, opting out, suspending) most of the time this is interpreted as “flouting” to the audience, who can infer additional Implicature.

In this thesis, obviously, these types of non-verbal flouts of the maxims will be also encountered. Frequently, they enrich and support the verbal ones. However, on this occasion, I will be focusing only on the Conversational Implicatures related to the verbal contributions of the participants.

2.2.3 The Theory of Humour

2.2.3.1 The Definition of Humour

A definition of humour by Ross (1998:1) is something that makes a person laugh or smile. Perhaps, something is funny; even no one laughed that because someone can argue that is not funny. The response is an important factor to say something as humour. In other word, Kuipers (in Hasan, 2013: 554) states “Jokes and other humorous utterances are a form of communication that is usually shared in social interaction. These humorous utterances are socially and culturally shaped, and often quite particular to a specific time and place”. In certain society with certain culture, people may share humour that cannot be understood by other people. humour can be showed verbally. In order to know why people laugh, so it is necessary to examining any kind of verbal humour expressed in language.

2.2.3.2 The Theory of Humour

Incongruity, superiority, and relief theories are usually described as the three main approaches to humour. First, incongruity theory is considered the linguistic

theory of humour because it is built on the perception or reception of incongruity with the nature of humorous texts. Second, superiority theory reflects a social relationship: the relation between human and aspects of superiority such as power, conflict, or hierarchy is still central to superiority theory. Third, relief theory establishes a relation between humour and the unconscious.

The first theory is the incongruity theory; it focuses on the element of surprise. The humour is built from a conflict between what is expected and what actually occurs in the joke. These contains feature of much humour: an ambiguity, or double meaning, which by design deceive the audience, followed by a punchline or something unintentional and surprising.

For example:

‘Do you believe in clubs for young people?’

‘Only when kindness fails.’

It is reasonable to understand the word ‘clubs’ in the sense of ‘leisure groups’, but the punch line shows that it was referring to ‘weapons’ (Ross, 1998: xi).

The second theory, superiority theory is a theory of humour that claims a laugh is from our superior feeling over those we laugh at. Thomas hobbes (in Ross, 1998:51) states:

“characterised laughter as a ‘sudden glory’ at a triumph of our own or at an indignity suffered by someone else..... Hobbes claimed that those who laugh are momentarily released from awareness of their own lack of ability. This accords with a commonsense perception of much humour being a form of mockery—a way of attacking others, so maintaining power and status by gaining support from others who join in the laughter. People most likely to laugh, according to Hobbes, are those ‘that are conscious of the fewest abilities in themselves; who are forced to keep themselves in their own favour, by observing the imperfections of other men”.

For example in (Jensen, 2009:8) A Scotsman, Englishman and an Irishman are sitting in a bar. All of a sudden, three flies dive into their beers. The Englishman says, "Barman, a fly just dived into my beer. Bring me another one." The Englishman got another beer. The Irishman says, "Ah, to hell with it," and empties his pint, fly and all. The Scotsman pulls the fly out of his beer and screams, "SPIT IT OOT, YA BASTARD". On this example, humour happens then people laugh at somebody who speaks a language in a bad grammar or pronunciation..

The third theory, physic relief theory; some say that humour expresses some sort of battle within ourselves. Howard Jacobson (in Ross, 1998: 61) states that humour is in our feelings and therefore, releases us from the pain of being ourselves'. "Jack Dee said 'I still think there's nothing funnier than farts.' The psychic release theory of humour explains the triggering of laughter by the sense of release from a threat being overcome". Mindess (in Wahyuningsih, 2008:17) states "our sense of humour frees us from the chains of our perceptual, conventional, logical, linguistics and moral system"

The context for humour is important for determining whether an individual finds something amusing or not. Even so, it is possible to examine the features of language that have the potential to make people laugh. Attardo (Feyaerts, 2005:2), he stated "humorous communication is a difficult test for a pragmatic theory. There is no pragmatic theory that covers all types of humour, and only one deals with humour in particular". Therefore, the writer will only use one of those theories and leave out the others.

2.2.3.3 Linguistic Theory of Humour

Morrin (in Attardo , 1997: 3) stated that jokes or humour are narratives. This is not to claim that all humour is narrative, but jokes are a type of text which is a part of narratives. Attardo (1997: 37) added description about humour, that not all humour is narrative. there are certainly lots of visual humour (e.g., cartoons) that are not narrative (it does not “tell a story,” which is not to say that it cannot be called as narrative).

Wijana (in Dian, 2013: 3) states that almost all Research about humour are concerned with concept of incongruity, conflict or superiority, and relief. Linguistically, Conflict and incongruity in humour happen because of not applying pragmatic norms of Language, either textual or also interpersonal. By textual, non-observance happens in Cooperative Principle. By interpersonal, deviation happens in politeness principle and pragmatic factor.

In view of the theories of humour and the linguistic theory of humour that is explained in the following explanation, there are connections between all of them. Raskin (in Wahyuningsih, 2008:18) states:

“Raskin Emphasizes that the incongruity theory is indicated by the ambiguity of the text of the humour, the existence of more than one interpretation with the unreal nature of one of the interpretation. The superiority theory (the disparagement – based theory) relates to the confrontation between two people, while the relief theory concerns on the freedom “from the chains of our perceptual, conventional, logical, linguistic, and moral system.”

Raskin (in Wahyuningsih, 2008: 17) states that the joke telling as non-bonafide communication. Non-bonafide is a communication that does not hold the rule of Cooperative Principle and its maxim. The bona-fide communication is done in order to get funny effect and it is often used in a joke telling.

CHAPTER III. RESEARCH DESIGN AND METHODOLOGY

3.1 Type of Research

This thesis applies qualitative and quantitative research. “Qualitative research is empirical research where the data are not in the form of numbers” Punch in (Blaxter, 2006: 65). The qualitative method is applied in this thesis, as it is needed to analyse the data in the form of utterances in the dialogue on *Mimi and Eunice* comic strip. The quantitative research is used to count the percentage of the mostly-applied flouting of maxims found in *the Mimi and Eunice comic strip*.

3.2 Research Strategy

This research applies mixed-method as research strategy. According to Descombe (2007:107) that a mixed methods strategy is one, that uses both qualitative and quantitative methods. It is must be highlighted that implicature analysis of the utterances in this comics is done through description and interpretation.

Denscombe (2007:254) defines quantitative data acquire the form of numbers. They are associated primarily with strategies of research such as surveys and experiments, and with research methods such as questionnaires and observation. This thesis clearly shows the statistical calculation on the number of each kind of flouting of maxims found in the *Mimi and Eunice comic strip*.

3.3 Data Collection

This research uses purposive sampling as data collection method. According to Blaxter *et al.* (2006: 163) Purposive sampling is “handpicking supposedly typical or interesting cases. Purposive sampling is applied to those situations where the researcher already knows something about the specific data because they are seen as instances that are likely producing the most valuable data (Descombe, 2007: 26). In

effect, they are selected with a specific purpose in mind, and that purpose reflects the particular qualities of the relevance to the topic of the investigation.

Documentary research is applied to this thesis as the technique of collecting data. This is because; I search the data that is used for supporting this thesis, in Internet the data of this research are taken from website *www.mimiandeunice.com*. Documents, as a form of data, include material obtained *via* the Internet. We get obtain documents through website pages, and then use it for the output as a document for research. Websites can be treated as documents. Home Pages, etc. can be treated as a form of document, and their content analysed in terms of the text and images they contain. As a result, they can be treated like online documents (Descombe, 2007: 230). There are 117 editions in *Mimi and Eunice* comic strips with humour utterances, which are available on the website. Because of the population of the data is 117 data, this is more workable to take and choose certain comic strips that are appropriate to the topic research. Arikunto (in Wahyuningsih, 2008: 20) states that it is effective to take 10-15 % or 20-25 % or more of the population if the number of the population is more than 100 and homogeneous. Therefore, I take 20 % from the population of data. There will be 23 comic strips from 117 comic strips as the data to analyse by using Implicature.

3.4 Data Processing

Data processing includes coding, sorting the data based on the type of data and certain categories based on the chosen theory. It would be explained as follow:

1. Collecting the comic strips *Mimi and Eunice* from the website related to this thesis topic
2. Selecting 23 data from 117 data of the comic strips

3. Identifying the non-observances of cooperative principle that happen in the comic strips, then they are classified into flouting maxim of quantity, quality, manner, or relevance.
4. Identifying which theory of humour is used in the creation of humour in the *Mimi and Eunice* comic strips

3.5 Data Analysis

To support the following analysis, this thesis uses descriptive method. According to Djajasudarma (1993:8), descriptive method can be considered as the procedure to make description, illustration, or explanation accurately and systematically. Dealing with that, the process of analysis will be discussed as follow:

1. describing the role of context of situation in interpreting *Mimi and Eunice* comic strips
2. explaining the utterances of the data on the selected comic strips *Mimi and Eunice* with regard to flouting cooperative principle proposed by Grice
3. analyzing the creation of humour in the comic strips, by using the theory of humour ; incongruity, superiority, and relief physic theory
4. counting the findings of the non-observance of cooperative principle and any kinds of verbal humour