

ABSTRACT

Rosasenja, Agnes Sherly. 2012. *An Analysis on Breaking Maxims in Verbal Humor of Sitcom Friends and the Acceptability of its Indonesian Subtitles*. Yogyakarta: English Language Education Study Program, Sanata Dharma University.

The functions of humor in daily life are varied. In conversation, people use humor to build relationships with others. While in entertainment industries, the function of humor is to attract audiences. One of successful entertainment products which use humor is TV-sitcom. This study focused on how breaking maxims were applied in the creation of verbal humor in sitcom *Friends* and on the acceptability of Indonesian subtitles in verbal humor.

This study discussed two main problems. The first one was how breaking maxims were applied in verbal humor on TV-sitcom *Friends*. The second one was how the acceptability of the translation of the verbal humor on TV-sitcom *Friends* in which the maxims were broken? The researcher as human instrument functioned as the primary agent to collect the data. Document instruments in this study were transcripts and Indonesian subtitles of three episodes of sitcom *Friends* season 2.

This research was a descriptive-qualitative research. To answer the first problem, the transcripts were classified according to the existence of breaking maxims on the verbal humor. After that, the data were analyzed according to the types of breaking maxims. Breaking maxims in the verbal humor were *flouting*, *violating*, *opting out*, *infringing*, and *suspending*. To answer the second problem, the Indonesian subtitles were retyped and were chosen which ones were the translations of verbal humor in which the maxims were broken. The chosen subtitles were examined whether or not they were acceptable translations in three characteristics of an ideal translation. According to the theory of testing translation (Larson, 1984), there are three characteristics of an ideal translation: Accurate (A), Natural (N), and Clear (C).

Based on the result of the study, some conclusions were drawn. From the discussion on the first problem, the researcher inferred that the five breaking maxims were applied in the creation of verbal humor in sitcom *Friends*. In this sitcom, violating was mostly used for creating verbal humor. Surprisingly, flouting, which according to the theory has a function to create humor, was not applied as many as violating. The other three breaking maxims were rarely applied. Based on the second problem, the researcher found that more than 80% of the translations were acceptable and most of them were considered as ideal translations. The weaknesses of the translations were on the exclamations and idioms. This finding could be an interesting topic to further studies.

Keywords: Pragmatics, Grice's Maxims, Verbal Humor, Translation, TV-Sitcom, Friends.

ABSTRAK

Rosasenja, Agnes Sherly. 2012. *An Analysis on Breaking Maxims in Verbal Humor of Sitcom Friends and the Acceptability of its Indonesian Subtitles*. Yogyakarta: Pendidikan Bahasa Inggris, Universitas Sanata Dharma.

Fungsi humor dalam kehidupan sehari-hari bisa bermacam-macam. Dalam percakapan, orang menggunakan humor untuk membangun relasi dengan lawan bicaranya. Sedangkan dalam industri hiburan, humor dimanfaatkan untuk menarik minat penonton. Salah satu produk hiburan yang sukses menggunakan humor adalah komedi situasi (*sitcom*) di televisi. Studi ini fokus pada bagaimana *breaking maxims* diterapkan dalam pembuatan humor verbal di *sitcom Friends*. Selain itu, studi ini juga fokus pada nilai berterima subtitle di Bahasa Indonesia dari humor verbal.

Studi ini terdiri dari dua rumusan masalah. Yang pertama adalah bagaimana *breaking maxims* diterapkan dalam pembuatan humor verbal di *sitcom Friends*? Kedua adalah bagaimana nilai berterima dari translation humor verbal yang terdapat dalam *subtitle* Bahasa Indonesia di *sitcom Friends*? Peneliti bertindak sebagai instrumen utama dalam pengumpulan data. Sedangkan dokumen yang digunakan adalah transkrip asli dan subtitle Bahasa Indonesia dari tiga episode *sitcom Friends* sesi 2.

Penelitian ini merupakan riset kualitatif-deskriptif. Untuk menjawab rumusan masalah yang pertama, transkrip diklasifikasi berdasarkan humor verbal yang mengikuti aturan maxim. Kemudian, data tersebut dianalisis berdasarkan macam-macam jenis *breaking maxims* (Thomas, 1995). *Breaking maxims* yang ada dalam humor verbal antara lain *flouting*, *violating*, *opting out*, *infringing*, and *suspending*. Untuk menjawab rumusan masalah kedua, subtitle Bahasa Indonesia ditulis ulang dan dipilih mana yang tidak mengikuti aturan maxim. Subtitle yang sudah dipilih kemudian dianalisis menurut nilai berterima menurut teori *testing translation* (Larson, 1984). Terjemahan yang ideal memiliki tiga karakteristik, yaitu: Akurat (A), Natural (N), and Jelas (C).

Menurut hasil diskusi, beberapa kesimpulan telah dibuat. Pada diskusi yang menjawab rumusan masalah pertama, peneliti menyimpulkan bahwa kelima *breaking maxims* diterapkan dalam pembuatan humor verbal khususnya di *sitcom Friends*. Dari diskusi tersebut, diketahui bahwa *violating* lebih sering digunakan dibanding yang lain. Bahkan, *flouting* yang notabene menurut teori digunakan untuk membuat humor, justru berada di urutan kedua. Sedangkan tiga *breaking maxims* yang lain jarang digunakan. Dalam menjawab rumusan masalah yang kedua, peneliti menemukan bahwa lebih dari 80% terjemahan sudah memenuhi syarat berterima, dan mayoritas terjemahan tersebut ideal. Kesalahan yang ditemukan dalam terjemahan justru terletak pada ekspresi dan idiom. Hal ini dapat dijadikan topik yang menarik untuk penelitian lanjut yang berhubungan dengan penerjemahan.

Keywords: Pragmatik, Grice's Maxims, Humor Verbal, Terjemahan, TV-Sitcom, Friends.