

ABSTRACT

Cahyani, Emma Hadiana. (2017). *A Study of Sarcasm in the American Sitcom The Big Bang Theory*. Yogyakarta: English Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education, Sanata Dharma University.

Language as a means of communication leads to variations in humans' verbal exchanges. They can deliver their utterances through direct and indirect speech acts. In this study, the researcher analyzed a form of indirect speech act namely sarcasm. Sarcastic utterances are conveyed in a non-detrimental manner but are aimed to hurt the addressees' feelings through implied meanings. Taking this phenomenon into account, the researcher chose *The Big Bang Theory* because sarcasm is frequently used in the sitcom.

In this research, the researcher addressed two research questions. The first research question is 1) Which maxims are flouted by the characters in their sarcastic utterances in the American sitcom *The Big Bang Theory*? The second research question is 2) What are the purposes of sarcastic utterances in the American sitcom *The Big Bang Theory*?

In conducting this research, the researcher employed a qualitative method, specifically discourse analysis. The data were collected from the transcripts of five episodes of *The Big Bang Theory* Season 9. Then, the data were analyzed using Miles and Huberman's (1994) data analysis technique. To answer the first research question, the data were classified into which maxims were flouted by the characters using Grice's (1967, 1975) theory on the Cooperative Principle. To answer the second research question, the data were categorized into the purposes of sarcastic utterances based on Attardo's (2002) theory.

The research results revealed that all four maxims were flouted by the characters in the American sitcom *The Big Bang Theory*. Additionally, there were several sarcastic utterances in which the characters flouted more than one maxim. Based on the research results, the maxim of quality was most frequently flouted (72.34%). Then, the results of this study also showed that all purposes of sarcasm were present in the sarcastic utterances. There were even several sarcastic utterances which served more than one purpose. Based on the analysis of the research results, sarcasm as a sophistication was found most frequently (25.53%) followed by sarcasm as an evaluation (23.4%).

Keywords: *The Big Bang Theory, sarcasm, the Cooperative Principle, maxim flouting*

ABSTRAK

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Bahasa sebagai alat komunikasi memunculkan variasi di dalam komunikasi. Bahasa memungkinkan manusia untuk menyatakan tuturan mereka secara langsung dan tidak langsung. Di dalam penelitian ini, peneliti mengaji sebuah bentuk tindak tutur tidak langsung, yaitu sarkasme. Tuturan sarkastik disampaikan secara halus, tetapi dimaksudkan untuk menyinggung perasaan pendengar melalui makna tersirat. Dengan mengaji fenomena ini, peneliti memilih *The Big Bang Theory* karena sarkasme sering digunakan di sitkom ini.

Dalam melakukan penelitian ini, peneliti merumuskan dua rumusan masalah. Rumusan masalah pertama adalah 1) Maksim yang mana yang dilanggar oleh para tokoh di dalam tuturan sarkastik mereka di sitkom Amerika *The Big Bang Theory*? Rumusan masalah kedua adalah 2) Apa tujuan tuturan sarkastik di sitkom Amerika *The Big Bang Theory*?

Dalam melaksanakan penelitian ini, peneliti memakai metode kualitatif, khususnya analisis wacana. Data penelitian dikumpulkan dari transkripsi lima episode *The Big Bang Theory* Musim 9. Lalu, data tersebut dianalisis memakai teknik analisis data menurut Miles dan Huberman (1994). Untuk menjawab rumusan masalah pertama, data tersebut diklasifikasikan berdasarkan maksim yang dilanggar oleh para tokoh menurut teori Grice (1967, 1975) tentang *the Cooperative Principle*. Untuk menjawab rumusan masalah kedua, data dikategorikan berdasarkan tujuan tuturan sarkastik menurut teori Attardo (2002).

Hasil penelitian menunjukkan bahwa seluruh empat maksim dilanggar oleh karakter di sitkom Amerika *The Big Bang Theory*. Selain itu, ada beberapa tuturan sarkastik yang menunjukkan pelanggaran lebih dari satu maksim. Berdasarkan hasil penelitian, maksim yang paling sering dilanggar adalah maksim kualitas (72,34%). Lalu, hasil penelitian ini juga menunjukkan bahwa semua tujuan sarkasme muncul pada tuturan sarkastik. Bahkan, ada beberapa tuturan sarkastik yang mempunyai lebih dari satu tujuan. Hasil penelitian menunjukkan bahwa sarkasme sebagai *sophistication* paling sering ditemukan (25,53%), diikuti dengan sarkasme sebagai *evaluation* (23,4%).

Kata kunci: *The Big Bang Theory, sarcasm, the Cooperative Principle, maxim flouting*