HUMOR TYPES AND GENDER STEREOTYPES FOUND IN 9GAG RAGE COMICS MEMES

A SARJANA PENDIDIKAN THESIS

Presented as Partial Fulfilment of Requirements to Obtain the Sarjana Pendidikan Degree in English Language Education

By

Elizabeth Rianggari Patoma Lovilla Saputri
Student Number: 141214159

ENGLISH LANGUAGE EDUCATION STUDY PROGRAM
DEPARTMENT OF LANGUAGE AND ARTS EDUCATION
FACULTY OF TEACHERS TRAINING AND EDUCATION
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Date
7 June 2018
A Sarjana Pendidikan Thesis on

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ABSTRACT

Saputri, Elizabeth Rianggari Patoma Lovilla. (2018). *Types of humor and gender stereotypes found in 9GAG Rage Comics memes*. English Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education, Yogyakarta: Sanata Dharma University.

Humor is a part of human life. It gives an effect as medicine for those who needed it because it entertains people. However, there is a humor called by humor sensitive. People tend to use gender’s characteristics for making jokes. Thus, this phenomenon called by stereotypes.

This research analyzed the types of humor and gender stereotypes in 9GAG memes. The first objective of the research was to analyze the types of humor used in 9GAG memes. The second objective was to analyze gender stereotypes which were described in 9GAG memes.

This research was aimed to find out the types of humor and how gender stereotypes were described in the 9GAG memes. The researcher had collected 50 memes and analyzed them. The research was qualitative research. In answering the first research question, the researcher used a theory from Shade (1996) to categorize the types of humor. Then, the second research question used a theory from Spence, et al., (1979) to find out gender stereotypes.

The findings showed most of 9GAG memes belong to sarcasm, followed by irony, satire, joke, riddles, and wit. Then, gender stereotypes showed both men and women were being bothersome, cynical, emotional, and clueless. While men were portrayed to be more confident than women.

**Keywords:** humor types, gender, stereotypes
ABSTRAK

Saputri, Elizabeth Rianggari Patoma Lovilla. (2018). *Types of humor and gender stereotypes found in 9GAG memes*. English Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education, Yogyakarta: Sanata Dharma University.


Penelitian ini menganalisis tipe-tipe humor dan mengacu pada perbedaan tingkah laku antara laki-laki dan perempuan pada 9GAG. Tujuan pertama dari penelitian ini adalah untuk menganalisis tipe-tipe humor yang digunakan pada 9GAG. Tujuan berikutnya adalah untuk menganalisis perbedaan tingkah laku antara laki-laki dan perempuan yang pakai oleh 9GAG.


**Keywords:** humor types, gender, stereotypes
“Ask… and it shall be given to you
Seek… and you shall find it
Knock… and the door shall be opened."

Matthew 7:7-11

I dedicated this thesis to my beloved family.
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It has been a long journey to reach the beautiful destination, my Sarjana Pendidikan degree. I have been through ups and downs. Therefore, I would like to thank some people who have always been there to strengthen and give me support during the process of writing this research.

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Elizabeth Rianggari Patoma Lovilla Saputri
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CHAPTER I

INTRODUCTION

This chapter provides the introduction of the research. There are four parts presented in this chapter. The first part is research background that explains the researcher’s reasons for conducting the topic. The second part is research questions where the researcher formulates two research questions that will be discussed in this research. The next part is research significance that describes about the contribution of the research. The last part is definition of terms that explains the terms used in this research.

A. Research Background

Humor refers to something which is funny. People may smile or even laugh if they look at somebody speaks with their words or does something through their actions while communicating with others. In other word, humor is verbal and non-verbal activity that has a purpose to entertain people. Moreover, Attardo (1994, p. 3) mentions that humor has no clear definition of humor because many experts still in argue the exact meaning of it. Indeed, with those statements, humor becomes a complex phenomenon. However, apart from those statements, it can be concluded that humor is something that provokes people to laugh.

Humor is a part of human life which can be a bridge between people who wants to build a relationship with others. Therefore, people tend to use humor to keep their relationship with others. Besides, humor is also needed for human life
because it helps people to have such a relaxation. When people laugh, their muscle will stimulate them. So that, people will feel relaxed.

Then, there are two kinds of humor namely verbal humor and nonverbal humor. Shade (1996, p. 2) claims that there are four forms of humor, namely figural, verbal, auditory, and visual humor. Comic books, comic strips, cartoons, political cartoons and caricatures are categorized as a figural humor. Then, verbal humor is found in jokes, parody, pun, jokes, anecdote, and riddles. Auditory humor consists of sounds, impression, noises, and impersonations. The last, visual humor is found in pantomime, practical jokes, and slapstick.

“People can find humor through the spoken words, silly exercises, unusual or physical activities, or even pithy sayings” (Jonas, 2004, p. 2). Currently, people in the world often communicate through social media for they can discuss and share by using it. Thus, they like to find humor through internet that has become a part of daily life. There is a famous humor called meme. The term meme is very popular. People tend to spend their time for stalking about memes. The “meme” word was introduced by Richard Dawkins in 1976. The “meme” word comes from Greek word “mimema” which means something imitated. Moreover, meme now is not only about picture and text but also video.

There are several kinds of memes such as, Rage Comic, Socially Awkward Penguin, Polandball or Countryball, Bryan Bad Luck, and many more. Rage comics are memes that tell about real life experiences, Socially Awkward Penguin has two parts; blue on top about socially awesome and red on bottom about socially awkward, Polandball or Countryball memes are the user-generated
internet meme. These memes tell about the interaction between balls that used broken English and ridicule national stereotypes. The last is Bryan Bad Luck which has a blonde-haired teenager wearing a plaid sweater and dental braces as the character. The character is portrayed as a victim of misfortunes in humiliating situations. For this research, the researcher chose Rage Comics as the object.

Moreover, there are many websites provide humor such as 9gag.com, www.knowyourmeme.com, www.memecomicindo.com, or even www.dagelan.com. In this research, the researcher chose 9GAG as the medium because this web provides memes in English and it has the big number of up vote (United Indonesia, 2015). Further, the issue about humor can be found in gender. People tend to use the social roles, identities, or the characteristics that male and female have for making jokes. Thus, this kind of phenomenon called by stereotypes. This research is aimed to find out the types used in Rage Comics memes in 9GAG and the gender stereotypes described in 9GAG Rage Comics memes.

B. Research Questions

This section formulates the questions based on the research background. The research questions which are discussed in this research are:

1. What types of humor are used in 9GAG memes?
2. How are gender stereotypes described in 9GAG memes?
C. Research Significance

This part explains the contribution of this research and the parties that may be used in this research results. The researcher expects that this research may be useful for English learners and the future researchers.

1. English Teachers

The researcher expects that this research help the English teachers some information about various types of verbal humor to be practiced in the class. Moreover, the researcher hopes that this research might inspire language teachers to practice using humor in the classroom. Thus, the teachers can tell the students on how to use humor properly in their daily communication.

2. English Learners

After reading this research, the researcher expects that English learners would understand that actually humor is a complex phenomenon that needs to be appreciated. So, English learners can understand the benefits of using humor in life. Moreover, they can avoid sexist matter in humor. So, they can use humor properly to avoid harm while communicating with others.

3. The Future Researcher

The researcher expects that this research will motivate more researchers to conduct the topic about humor. This research is interesting because people can find kinds of humor in their daily life.
D. Definition of Terms

The researcher provides the terms that are used to avoid misunderstanding.

1. **9GAG**

   According to *Knowyourmeme* (n.d), 9gag is an online platform and social media website that shares it is such a meme-sharing website. The website was launched by Chris Chan on July 1, 2008. It has grown in popularity, reached more than 35.4 million Facebook likes, 8.34 million Twitter followers in February 2017, and 40.8 million followers on Instagram as on July 1, 2017.

2. **Memes**

   The term “memes” was firstly announced by Dawkins in 1976. Shifman (2014) says, “Memes are small units of culture that spread from person to person by copying or imitation” (p. 2). Memes are not only in form of pictures but also videos, GIFs, and comic strips.

3. **Rage Comics**

   Rage comics are series of web comics with characters which refer to “rage faces” that are often created by Ms.Paint (*knowyourmeme*, 2011). There are two couple characters in rage comics namely Derp and Derpina as clever couple, and Herp and Herpina as stupid couple. Usually the comics are used to tell stories about real life experiences and end with a humorous punchline.

4. **Humor**

   The word “humor” comes from Latin *umor*, which means “liquid or fluids.” It is like something that flows within us with the ability to refresh perspective, heal attitudes, and balance or equilibrium (Jonas, 2004, p. 3). Moreover, Jonas (2004)
says, “Humor is a verbal or nonverbal activity eliciting a positive cognitive or affective response from listeners” (p. 4). However, there is no clear definition of humor. The exact definition of humor has been the subject of many academic arguments.

Nowadays, the word humor has been changed semantically. It cannot be separated from something funny, laughter, and amusement (as cited in Cendra, 2016, p. 8). In short, humor is a kind of verbal and nonverbal communication that is judged to be entertaining and make others laugh.

5. **Gender Stereotypes**

According to Fakih (1996, p. 9), gender stereotypes are the characteristics that make the differences between male and female. In other word, gender stereotypes are the generalizations about gender attributes, differences, and roles of individuals and or groups.
CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of three parts. The first part is about theoretical description. In this part, the researcher elaborates the theories and description related to the research. However, in the second part, the researcher also provides related studies that have been done by other researchers. Then, the third part is about theoretical framework that summarizes the studies and the theories used to accomplish this research.

A. Theoretical Description

In this part, the researcher provides some theories that are related to the research. There are 12 types of humor, theory of memes, and theory of gender stereotypes.

1. Humor and Types of Humor

According to Jay (2003), humor refers to something which is funny (p. 306). Humor is also designed to elicit a smile or even laugh for the readers or listeners. However, the definition of humor is far from a straightforward definition (Attardo, 1994, p. 3). Further, the level of humor between one and another may be different. This thing may happen because humor changes over time with each new generation (Jonas, 2004, p. 2). Some people may smile or even laugh because of the humor but the rest of them may do it to appreciate the humor. However,
apart of those statements, we can conclude that humor is something that provokes someone to laugh.

There are some types of humor. Inside those types, it is also found that humor has subtypes (Shades, 1996). There are 12 types of humor. However, the researcher only used 10 out of 12 that are related to this research.

a. Pun

Pun uses word play for humorous effect. Pun is a funny saying consists of words which sound similar – but have different meaning. The following is the example of pun which is taken from the pun for kids:

Where do polar bears vote? The North Poll!

In this case, the word poll is pronounced the same with the word pole. The word poll is a place to vote while the word poll sounds like pole which means an area in the pole. Thus, the sound similarity provokes someone to laugh.

b. Riddle

According to Shade (1996), a riddle is usually presented in a questions and answer format. It is presented in the form of a puzzling fact. Riddle is used to mislead trick and amuse. The following example is taken from Shade (1996 p. 3).

Matt: How do you keep fish from smelling?
Jenny: cut off their nose.

A man asks to Jenny how he keeps a fish from smelling. Then, the man just answers, “cut the nose.” He answers with a puzzling fact. We know that fish do not have nose. So, the puzzling answer provokes someone to laugh.
c. Joke

Joke is something uttered by people that provokes someone to laugh. It also
discovers ambiguity, idiom, and metaphor. Here are five subtypes of joke.

1) Phonological Joke

Phonological joke is a joke based on the word phonological structured. It
plays with sound. On the other hand, it has similar sound but different
word. The sample below is taken from Shade (1996, p. 3)

Rebecca: What is this?
Waiter: It's bean soup.
Rebecca: I don’t care with its “been”. What is it now?

As we can see in the sample, the word “bean” and “been” has the same
sound. So, the two words above create misunderstanding between Rebecca
and the waiter. This misunderstanding provokes laughter.

2) Lexical joke

Lexical joke is a joke that is created based on the multiple meanings of
words (Shade 1996, p. 4). The word can be interpreted in a funny way.
Here the sample is taken from the Shade:

Dave: What has 18 legs and catches flies?
Lynn: A baseball team.

As we can see above, the word flies, has double meanings. Lynn thinks
that something has 18 legs are baseball teams. It is because a baseball team
consists of 9 people in it. Then, baseball players have to catch the flying-
ball. In this case, Lynn thinks what in Dave’s mind is a baseball team. The
double meanings of words provoke laughter.
3) Surface structure

Surface structure is a joke which is based on the words’ grouping. The way people’s grouping the words can make an ambiguity, thus, provokes laughter. The sample below is taken from Shade (1996, p. 4).

Don: What kinds of flowers like to be kissed?
Jean: A tulip (*two lip*).

As we can see above, the grouping of words: *a tulip* and *two lip* make ambiguity. This grouping of words makes misunderstanding and provokes someone to laugh.

4) Deep Structure

Deep Structure is a joke which involves interpretation of word or phrase. This interpretation of word or phrase produces ambiguity. The sample below is taken from Shade (1996, p. 4).

Sue: What animal can jump higher than a house?
Chris: Any animal. Houses can’t jump.

From the sample above, the word higher can be referred to two alternatives: the animal can jump over the house and the animal’s jump is higher than a house’s jump. However, based on the sample, Sue wants to ask which animal that can jump over the house.

5) Metalinguistic

Metalinguistic is a joke that focuses more on the language form than the language meaning. The sample below is taken from Shade (1996, p. 4).

Kathy: What’s at the end of everything?
Tim: The letter g.
From the sample above, Kathy asks about the end of everything. If we focus on the language meaning, the possible answer can be about death. However, Tim only answers the letter “g” which means he only focuses on the language form. Thus, Tim’s answer creates a funny effect.

d. Satire

Satire is a humorous use of irony, sarcasm, or wit. It is often included as the humor and criticism. There are three techniques of satire which are exaggeration, distortion, and understatement. The following example is taken from Shade (1996)

An old lady was sent on a 10-day cruise paid for by her son. She wrote to complain. The food on this ship is absolutely awful. And such small portions! (p. 4)

The example of a satire above shows that an old lady who joins a cruise program, gives criticism of the food. She says that the food is awful even on a small portion. Small portion here is her criticism. That statement may provoke someone to laugh.

e. Limerick

Limerick is one type of humor that has five-lined non-sense verses. It has a strict rhyme scheme of AABBA. Then, the third and fourth lines are shorter than others and show a different rhyme. The example below is taken from Shade (1996, p. 4).

There was a young lady called Bright
Who could travel far faster than light;
She set off one day,
In a relative way,
And returned home the previous night.
This limerick above tells about a young lady who is called bright or we can say that the lady is the sun. She can travel faster than a light. Then, she goes back in the previous night. Here, young lady refers to the sun.

f. Parody

According to Shade (1996), “Parody is an imitation of a poem, song, or movie, where the style is the same but the theme is ludicrously different” (p. 4). The example below is taken from Cendra (2016), a partial lyric of a very well-known music parody performed by Eddie King and Tyler Marshal entitled “Star Wars That I Used to Know”. This parody imitates Gotye’s song entitled “Somebody that I Used to Know” on the youtube.com.

The parody version:
No you didn’t have to make them blow
Have your friends direct your movies and they’ll turn out better.
You think that you don’t need them though
What happened to the Star Wars that I used to know

The original version:
You didn’t have to stoop so low
Have your friends collect your records and then change your number
I guess that I don’t need that though
Now you’re just somebody that I used to know

From the example above, we can observe that both of the lyrics look similar. The rhyme and the number of syllable in every line are similar. However, the meaning of each partial lyric is different. The parody version tells about the disappointment of the Star Wars movie. They miss the film that they used to know. In other words, the original version tells about someone’s changes. Thus, the imitation of the lyric may provoke someone to laugh.
g. Anecdote

Basically, anecdote is a funny story related to work, society, or school. The sample below is taken from Mello (1982, as cited in Cendra, 2016, p. 20) entitled Searching in the Wrong Place.

A neighbor found Nasruddin on hands and knees. “What are you searching for Mullah?” “My key.” Both men got on their knees to search. After a while the neighbor says, “Where did you lose it?” “At home.” “Good Lord! Then why are you searching here?” “Because it’s brighter here.”

The example above tells about Nasruddin Mullah who is searching his key at home. However, he is searching for his key outside the home because the place is brighter. This story has non-sense elements that is able to make the readers smile or even laugh. However, the Nasrudin’s reason why he is searching for his key may provoke the reader to smile or even laugh.

h. Farce

A farce is a style of comedy that is marked by boisterous humor. A farce often makes fun of a particular event. The following sample is taken from Shade (1996, p. 8). It is a short film entitled “Hardware Wars.”

“May the farce (force) be with you.”

From the sample above, the speaker actually wants to say force, but he says farce. Here, the word farce and force have different meaning but the speaker pronounces the word farce sounds similar with the word force. Moreover, he replaces the word force with the word farce. When the word force is replaced with the word farce, the meaning will be different as well. This thing may provokes the listeners to laugh.
i. **Irony**

Irony is a kind of speech that the intended meaning is the opposite of the literal. In short, what is done is different with what is said. Shade (1996) provides the example:

“An example of irony is when a severe snow storm forces you to cancel your planned ski vacation!”

It is ironic when a ski vacation is cancelled because of the snow storm. Here, we can observe the opposite between the expectation and the reality.

j. **Sarcasm**

Sarcasm uses taunt, scoffing gibe, veiled sneer, and irony. Sometimes, sarcasm remarks to hurt someone’s feeling. The following example is taken from Cambridge for Advanced Learners Dictionary 3rd Edition (as cited in Cendra, 2016, p. 21).

“You have been working hard”, he said with heavy sarcasm, as he looked at the empty page.

As we can see at the example, the words “working hard” and “empty page” have the contrasting meaning. The speaker actually wants to give insult on how awful the addressee’s work by saying the opposite meaning. Because of the opposite meaning, it may provoke the readers to laugh.

k. **Tall Tales**

The exaggeration is the key to the success of the tall tale. The exaggeration is used in telling the most fact and events surrounding the character, plot, and setting. The following example of American folklore entitled Paul Bunyan taken from Core Knowledge Language Arts (2007):
Even as a baby, Paul Bunyan was mighty big. How big? Well, he was so big that his parents had to use a covered wagon for his cradle. As you might imagine, young Paul Bunyan had a big appetite. He gobbled up five barrels of porridge a day, and his parents had to milk four dozen cows every morning and evening just to keep his baby bottle filled. (p.72)

As we can see, there are many exaggerations found in the story. The bold- phrases show the exaggeration that is used.

1. Wit

Wit refers to intellect, understanding, and ingenuous connection of amusingly incongruous ideas. Wit is often spontaneous. Shade (1996) provides the example:

Judge: “Order. Oder in the courtroom.”
Lawyer: “Okay. I guess I’ll have a cheeseburger.” (p. 6)

As we can see in the example, the lawyer spontaneously orders a cheeseburger in the courtroom after the Judge says, “Order. Oder in the courtroom.” Here, the word oder has the same pronunciation with the word order. Then, the lawyer may have misinterpretation, so he order the cheeseburger.

In short, Shade (1996) categorizes the types of humor into 12 types. They are pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tales, and wit. Each type has their own characteristics to differ one and another.

2. Memes

According to Dawkins (1989), the term “meme” was formed in 1976 to spread an idea. Then, Shifman (2014, p 10) says that the word “meme” comes from Greek word ‘mimema’ means something that is imitated.
According to Shifman (2014), there are 6 meme genres that are popular in the digital culture, namely Reaction Photoshops, Photo Pads, Flash Mob, LOLCats, Stock Character Macros, and Rage Comics.

a. Reaction Photoshops

The first genre is “reaction Photoshops.” Shifman (2014) says “Reaction Photoshops are composed of the images created in response to memetic photos” (p. 343). These memes are edited with Adobe Photoshop. These kinds of memes are made to provoke extensive creative reactions. Then, one of the earliest examples of this meme was ‘Tourist Guy’. Moreover, these memes are “exploitable photo shop meme and an internet hoax based on the photograph of a man standing overlooking Manhattan.” (knowyourmeme.com, 2011)

Figure 2.1 Example of Reaction Photoshop

b. Photo Pads

According to Shifman (2014), “Photo pads are staged photos of people who imitated specifics actions in various setting, usually with the purpose of the posting on the web” (p. 102).
c. **Flash Mob**

According to Shifman (2014), the flash mob is a case where there are some strangers who gathered in the public place to perform a particular act, and then leave the scene as quick as a flash (p. 103).

![Figure 2.3 Example of Flash Mob](image)


d. **LOLCats**

LOLCats are pictures of cats with the misspelled captions which represent to the situation in the picture. The genre’s name is composed by an acronym “LOL” (Laughing out loud) and the word cat itself (Shifman, 2014, p. 110).
e. **Stock Character Macros**

The stock character macros meme genre is originated from one meme which is “Advice dog” (Shifman, 2014, p. 112). This kind of meme uses a photo of puppy’s face positioned on a multicolored rainbow background. Moreover, according to Knowyourmeme (n. d.), “An image macro is a meme that contains of picture and can also be used to convey feeling towards other.”

f. **Rage Comics**

According to Shifman (2014), rage comics are sets of expressive characters that shown a rage face. Rages comics are quite same with the images
macros, since they deal with similar theme. However, the difference is only in the format (p. 113).

Figure 2.6 Example of Rage Comics

3. Gender Stereotypes

Sex and gender are different. Sex is bodily organ while gender is behavioral differences between male and female (Fakih, 1996). Then, stereotypes are about judging about a person or group where stereotypes about gender can cause unequal treatment. Brannon (1996) says that a gender stereotypes consists of belief about the psychological traits and characteristics as well as the activities which is suitable for men and women. From the statements above, it can be concluded that gender stereotypes are the generalizations about gender attributes, differences, and roles of individuals and or groups.

Fakih (1996) categorizes gender stereotypes into three groups. The first is personality trait. He says that women often expected to be accommodating and emotional while men tend to be aggressive and self-confident. The second is domestic behaviors. People tend to expect that women like taking care of the children, cooking, cleaning the house while men tend to manage and be related to finance, automotive, or even do the home repairs. The third is occupations. Some
people assume that nurse, chef, and teachers are suitable for women, while engineers, pilots, doctors are suitable for men. Moreover, Spence, Helmreich, and Holahan (1979, as cited in Eagly & Mladinic, 1989, p. 547) propose 32 traits. There are four groups that consist of eight traits each. The first is masculine-positive (independent, self-confident, competitive, stand up under pressure, active, makes decision easily, never gives up easily, and feel superior). The second is masculine-negative (egotistical, hostile, cynical, arrogant, boastful, greedy, dictatorial, and unprincipled). The third is feminine-positive (helpful, aware of others’ feeling, warm to others, gentle, emotional, devoted to others, kind, understanding). The last is feminine-negative (spineless, gullible, servile, subordinates self to others, whiny, complaining, nagging, fussy).

B. Review of Related Research

In this part, the researcher provides related researches that have been done by other researchers about humor. There are two related researches that are going to be reviewed by the researcher.

The first research was written by Pasaribu & Kadarisman (2016) entitled *Coding Logical Mechanism and Stereotyping in Gender Cyber Humors*. This research discussed types of logical mechanism and ways of stereotyping in gender cyber humors. The theory from Attardo (2001) was employed in this research. Then, Pasaribu and Kadarisman (2016) applied descriptive analysis.

The second research was written by Cendra (2016). The aims of this research are to investigate the types of verbal humor and analyze GTVH in the
radio drama. The theory from Shade (1996) was employed in this research. Cendra (2016) applied document or content analysis.

However, there are some differences between the previous research and this research. The research by Pasaribu and Kadarisman (2016) analyzed about humor in the website namely Aha!jokes.com while Cendra (2016) analyzed about verbal humor in the radio drama. Then, the applied theories are also different. The previous research used theory from Attardo and Shade. On the other hand, this research analyzed about techniques of humor and also gender stereotypes in memes, especially in 9GAG. Moreover, the Shade (1996) and Spence, et al. (1979) are implemented in this research.

C. Theoretical Framework

This part provides how the researcher answered the two-formulated research questions, namely the techniques of humor that used in memes in 9GAG and how gender stereotypes are described in the memes in 9GAG. The researcher conducted the research with the theory of humor and theory of gender stereotypes.

In answering the research question number one, the researcher used theory from Shade (1996). This theory elaborated 12 types of humor, namely pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tales, and wit. The researcher used this theory in order to analyze the types of humor that are used in 9GAG memes.

In order to answer the second research question, the researcher used theory from Spence, et al. (1979, as cited in Eagly and Mladinic, 1989) and also Pasaribu
(2016) to elaborate about the description of gender stereotypes. Gender stereotypes are the differences in the characteristics between male and female. Spence’s theory proposed four big group that consist of eight traits each. First is masculine positive traits; independent, self-confident, competitive, stand up under pressure, active, makes decision easily, never gives up easily, and feel superior. Second is masculine negative traits; egotistical, hostile, cynical, arrogant, boastful, greedy, dictatorial, and unprincipled. Third is feminine positive traits; helpful, aware of others’ feeling, warm to others, gentle, emotional, devoted to others, kind, understanding. The last is feminine negative traits; spineless, gullible, servile, subordinates self to others, whiny, complaining, nagging, fussy. In this research, the researcher analyzed the memes that contained gender stereotypes.
CHAPTER III

METHODOLOGY

This chapter presents how the research is conducted and how the data are analyzed in order to answer the two-formulated research questions. There are five sub-chapters of this chapter. The first is research method which discusses about the method used in this research. Then, the source of the data which describes the source of the research. The third is object of the data which elaborates the subjects of the research. The fourth is about the instruments and data gathering techniques which describe how the instruments are used to collect the data. Then, the last is about data analysis technique which describes how the findings are collected to answer the research questions.

A. Research Method

The focus of the research was the technique of humor that used in 9GAG, especially in the Rage Comics and also the description of gender stereotypes in the meme. In order to answer the two-formulated research questions, the researcher used qualitative research. It is considered as the qualitative research because it deals with social world. According to (Kemparaj & Chavan, 2013), the term “qualitative research” refers to a range of methodological approaches which deals about the social world. The purposes of this method are to explore, interpret, and obtain a deeper understanding of social phenomena. Qualitative method also allowed the researcher to ask different questions depending on their perspective.
Moreover, “qualitative research also concerns for the meaning and context” (Ary, Jacobs, Sorensen, & Razavieh, 2010). Further, according to Patton (1999), in general, qualitative research deals with the understanding of social life. The method generates words rather than number as the data. In the other words, this research generated words and the result is not precise.

Thus, the researcher used discourse analysis as the method in accomplishing this research. Knapp & Daly (2002) state, “discourse analysis is the systematic study of naturally occurring communication in the broadest sense, at the level of meaning.” While according to Van Dijk, discourse analysis deals with the language used in communication. In the other words, discourse analysis deals with the language itself (as cited in Knapp & Daly, 2002). Since this research deals with language, discourse analysis is considered as the most appropriate method.

B. Source of Data

This research was conducted in 9GAG account especially Rage Comics memes. The data were collected from one kind of memes which is rage comics in the 9GAG. These memes are drawn with Ms. Paint that are similar with “rage face”. Generally, these memes tell about life experiences and end up with humorous punchline.
C. Object of the Study

The researcher chose Rage comics memes which had couples, Derp and Derpina and Herp and Herpina in 9GAG account as the subject of this research. These kinds of memes told about real life experiences. However, it also showed about gender stereotypes. The memes were created with Ms. Paint but the creators were not mentioned. So, it was only taken from random creator as well.

D. Instruments and Data Gathering Technique

In order to collect the data, the researcher did several steps. Firstly, the researcher looked for some memes particularly Rage Comics in 9GAG website. In collecting the memes, the researcher went to 9GAG account. Then, the researcher collected 50 memes from rage comic genre. After that, the researcher selected the memes that would be the main source of the data. The memes actually carried issues about types of humor and gender stereotypes.

Meanwhile, in conducting the data, the researcher acted as human instrument. Ary, et al. (2010) state that human being has capability to respond, summarize, and analyze the data. Moreover, they can understand and explore in-depth. Similarly, the researcher employed some information in order to get the answer from this research. Then, the researcher collected, analyzed, and summarized the data.
E. Data Analysis Technique

The data collected by the researcher were ready to be analyzed. In order to analyze the data, there were four steps used by the researcher to answer the research questions. First, the researcher made a checklist in form of table that contains the data, humor techniques, and also gender stereotypes. Then, the researcher made some codes and put them into a table of categorization. After the table was formed (Table 3.1), the researcher classified those listed into the suitable column. In this case, the table was made in order to help the researcher in listing the data.

Table 3.1 Complete List of Types of Humor

<table>
<thead>
<tr>
<th>No.</th>
<th>Codes of Memes / name</th>
<th>Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Second, after the table was made, the researcher identifies the types based on the data that have already been collected. Then, the researcher classified the data based on the theory used. After that, the researcher made lists of the categorization (Table 3.2).
Table 3.2 Complete List of Categorization of Stereotyping

<table>
<thead>
<tr>
<th>No.</th>
<th>Code of Memes</th>
<th>Stereotypes</th>
<th>Humor Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Third, after identifying and classifying the data based on the theory, the researcher validates the data. In order to validate the data, the researcher read the theory and also checked the data again. Then, the researcher gave the result to the lecturers or other people to be checked. Thus, this research was valid and reliable. So, the future researcher can conduct on the same topic.

The last step was the researcher summarized about the result. So, it will help the readers to get the point easily.
CHAPTER IV
RESEARCH RESULTS AND DISCUSSION

This chapter elaborates the findings of the research along with the discussion. There are two parts in this chapter. The first part discusses the types of humor found in 9GAG, whereas the second part provides the gender stereotypes of the humor found.

A. Types of Humor Found in 9GAG Memes

This part is to answer the first research question which points out the types of humor in 9GAG memes. Shade’s theory (1996) on types of humor is taken as the base of the categorization. He mentions 12 types of humor namely, pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tale, and wit.

The researcher collected 50 memes as the object of the research. There are six out of 12 types are successfully identified to be categorized as the types of humor based on Shade’s theory. Shade (1994) classifies humor based on the context of the memes, namely riddle, joke, irony, sarcasm, satire, and wit. Meanwhile, pun, limerick, parody, anecdote, farce, and tall tale are not included or have no value. The result of the finding is presented in the Table 4.1.
Table 4.1 Types of Humor Found in 9GAG Memes

<table>
<thead>
<tr>
<th>No</th>
<th>Types of Humor</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Riddle</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Joke</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>Satire</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Irony</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>Sarcasm</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>Wit</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

Among 50 9GAG memes, the researcher brings some samples for each type of humor. The discussion would be discussed how the memes were categorized in a certain type.

1. **Riddle**

   According to Shade (1996), riddle is usually presented in a question and answer form. It shows a form puzzling fact which means the answer is not related to the question. The researcher collected two memes that belong to this type. One example of riddle memes is presented as follow.
Figure 4.1 belongs to riddle. The format is question and answer form with unexpected answer. In this case, the way the teacher answers his own question about the numbers of the light bulb may invite people to laugh and so does the Derp’s. The teacher gets the unexpected answer by using the tricky trick which further is also used by Derp to answer exactly the same question. Derp’s answer is probably more tickling since he tries to fool his teacher using the same trick as his teacher did.

Furthermore, the researcher found another hidden humor that can be drawn from the meme which is the condition given by the teacher. First, he wants to have his student to answer a question by giving a chance to pass a class for a day. Since Derp fails on the first trial, the chance has gone. However, in the second trial, Derp wins the game which means he can pass the class that day. The
way his teacher asks and answers and also the way Derp does may provoke someone to laugh. It belongs to riddle because of the puzzling answer as well.

Figure 4.2 Riddle Meme (2)

Figure 4.2 shows an example of riddle. This meme belongs to riddle because there is a puzzling answer in their conversation above. A reporter wants to interview a farmer. However, when the reporter starts to give the question, the farmer just answers, “The white one or the black one?” Surprisingly, when the reporter gives him questions, he always asks the reporter back with the same questions even the answer is exactly same. This tricky way may provokes someone to laugh.

2. Joke

Joke is something that provokes laughter by involving all idioms, words, and metaphors, discovering ambiguity, and appreciating unexpected change of perception. There are several types of jokes, such as phonological, lexical, surface
structure, deep structure, and metalinguistic (Shade, 1996). The researcher collected eight jokes in 9GAG memes with three different types which are lexical, deep structure, and metalinguistic. The examples are presented in Figure 4.3, Figure 4.4, and Figure 4.5.

**Figure 4.3 Lexical Joke Meme**

Figure 4.3 shows one of sub-type of joke which is lexical based on the multiple meaning of words. There is a man who wants to take revenge against someone. Then, he thinks that the revenge is a dish which best served in cold and sweet. However, what comes out on his mind is an ice cream because it is better served in cold and sweet. In this case, he compares between a revenge and an ice cream. So, the multiple meaning of words “revenge” and “ice cream” provoke people to laugh.

**Figure 4.4 Deep Structure Joke Meme**
Figure 4.4 belongs to one of subtypes of jokes which is deep structure joke. It is categorized as a deep structure joke because of the word “oral.” Here, the word “oral” has two meanings. First, oral means talking. The word oral can be understood as a mouth-voice production and also is known as having sex through the mouth. Then, the teacher says that oral sex means talking to each other in the bed while the second meaning or in the fact, oral sex means having sex through the mouth. Thus, the alternative interpretation of the word makes an ambiguity and provokes people to laugh when his mom asks what he does in the previous night.

Figure 4.5 Metalinguistic Meme

Figure 4.5 belongs to metalinguistic because Derpina’s father only focused on the language form instead of language meaning. From the sample, Derpina wants to ask her father but her father just responds with the puzzling answer. Something that has been answered by the father makes Derpina gets mad. Thus, it may provoke laughter because of the puzzling answer from her father.
3. Satire

Shade (1996) mentions that satire is a humor that includes criticism inside. A humor can be categorized as a satire if it indicates an exaggeration, distortion, or understatement. The researcher collected 12 satires in 9GAG memes. Below are three examples chosen out of 12 data collection.

![Figure 4.6 Satire Meme (1)]

Figure 4.6 shows a sample of satire because it consists of an irony on it. A computer is symbolized as a human and it can speak. The computer criticizes Derp because he is searching a pornography content. Since the computer can speak, he realizes that the computer is ridiculing him. The funny thing that appears in this meme is when the computer can speak like a human does.

![Figure 4.7 Satire Meme (2)]

Figure 4.7 presents the second example of satire. Derp’s mother assumes that her son is taking drugs. She knows it from a little bird. However, the son
gives a humor criticism toward her mother. It must be his mother who takes the drugs because she is talking with a little bird. The son may assume that “a little bird is a bird which has a small size. However, “a little bird” is an idiom, which means a person who knows something that is secret, but he does not want to show his identity. The misunderstanding about the meaning of “a little bird” by her son provokes laughter.

Figure 4.8 Satire Meme (3)

Figure 4.8 is exactly a humor criticism. There is a man who orders a soup. After a long wait, finally the soup comes. Then, he wants to eat the soup immediately. However, when he wants to eat, he realizes that he does not get a spoon. Therefore, he calls a waiter to taste his soup first. Then, the waiter realizes that there is no spoon on his soup. Finally, a man’s effort pays off. A waiter realizes that it was his mistake. The way the customer’s order is to give criticism by asking the waiter to taste the soup. Thus, it provokes laughter towards the readers.
4. Irony

Irony is a type of humor whose meaning has the opposite of the literal meaning (Shade, 1996). There were 12 memes belonged to this type. The researcher chose two out of 12 examples to be discussed more.

Figure 4.9 Irony Meme (1)

Figure 4.9 presents a sample of irony. Two people are talking since one of them is crying because of a game. Then, the other is mocking him with his words. However, in fact, when his friend is trying to play the game, he says that he feels empty inside. It provokes laughter because of his inconsistency between what he says and what really happens.

Figure 4.10 Irony Meme (2)
Figure 4.10 presents a sample of irony. There is a man called Derp, who has prepared for the exam well. He is confident enough that he can do the exam well. The examination day comes, so he reads the questions immediately. Surprisingly, he knows nothing about everything that is written in the test paper. It is such an irony to fail on an exam which is already prepared well.

His confidence is good to make a good atmosphere before doing an exam. However, because of that, he becomes an object to be laughed at. On the other hand, what he expects and what really happens are different. That is why it provokes laughter toward the readers.

5. **Sarcasm**

Sarcasm uses taunt, scoffing jibe, veiled sneer, or irony to provoke laughter. Different from irony, sarcasm is sharper and may hurt other’s feeling other’s feeling as it has been mentioned in Cambridge for Advanced Learners Dictionary 3rd Edition (as cited in Cendra, 2016). The researcher collected 15 examples of sarcasm memes. Figure 4.11 and Figure 4.12 are the examples which will be discussed more.

![Sarcasm Meme (1)](image)
From the conversation above, we can see that Derp is sarcastic. At first, he adores Derpina by comparing her to the sun. The sun here, perhaps, means something that is luminous or people can say that she is beautiful like sun light. However, what Derp says has the opposite meaning. He says the beauty of Derpina is not literally beautiful. He means that because of her, his eyes hurt. It belongs to sarcasm because it is such a soft criticism but may hurt Derpina’s feeling.

![Sarcasm Meme](image)

Figure 4.12 Sarcasm Meme (2)

Figure 4.12 shows one of examples of sarcasm. It is shown by the statement from Derp. He said if women ruled the world, then there would be no wars because most of women are jealous. If woman leaders are jealous, they will not talk with anyone. It is sarcastic because Derp’s statement may hurt Derpina’s feeling. The funny thing that found in this meme is from the Derp’s words.

6. **Wit**

Wit is a kind of humor that is related to intellect, ingenuous connection of amusingly incongruous idea (Shade, 1996, p. 6). Sometimes, wit is spontaneous
and gives the reflect remark or doing before thinking first. The following is the example of wit:

Figure 4.13 Wit Meme

Figure 4.13 belongs to wit because Derp does something without thinking first. He just spontaneously follows the sign. First, he looks at the “maximum 20 km” board then he drives slower. After that, he finds a sign telling that it is “maximum 10 km”, so he drives slower than before. Finally, he finds a sign “Welcome to Maximum” and he realizes that “Maximum” here refers to a name of a place.

In short, it could be concluded that there were 50 memes collected as the object of the research. Shade (1996) proposes 12 types of humor, but there are only 6 types of humor out of 12 which are found in 9GAG memes. There were riddle, joke, satire, sarcasm, irony, and wit. The other six types had no value.

Out of six types, sarcasm becomes the most frequent types that appeared in these memes. There are 15 memes out of 50 memes, followed by satire and irony (12 memes each), joke (8 memes), riddle (2 memes), and wit (1 meme).
B. Gender Stereotypes Found in 9GAG Memes

This part is to answer the second research question. It focuses on gender stereotypes which are described in 9GAG memes. The theories from Spence, et al. (1979, as cited in Eagly & Mladinic, 1989) and Pasaribu (2016) propose gender stereotypes. There are 16 traits for both masculine and feminine to identity about stereotypes. Table 4.2 presented the result of gender stereotypes found in 9GAG memes.

Table 4.2. Gender Stereotypes Found in 9GAG Memes

| No. | Gender Stereotypes | ∑ | % | Man | | | Woman | | |
|-----|-------------------|---|---|-----|---|---|---|
|     |                   | ∑ | % | ∑   | % | ∑   | % |
| 1.  | Bothersome        | 11| 22| 5   | 10| 6   | 12 |
| 2.  | Confident         | 9 | 18| 9   | 18| -   | -  |
| 3.  | Cynical           | 6 | 12| 4   | 8 | 2   | 4  |
| 4.  | Emotional         | 9 | 18| 5   | 10| 4   | 10 |
| 5.  | Stupid            | 15| 30| 8   | 16| 7   | 14 |
|     | Total             | 50| 100| 31  | 62| 19  | 38 |

For the discussion, the researcher narrowed the stereotypes into five groups. The categorization was based on the stereotypes that had a similarity. The following are the categorization group and the discussion.

1. Bothersome

The first trait is being *bothersome*. Being bothersome means “causing bother or annoying” (“bothersome”). The researcher serves several kinds of bothersome such as troublesome, stubborn, arrogant, fussy, and nagging that can be counted into this group. Those are presented in table 4.3. Being nagging and fussy can be categorized as bothersome since Pasaribu (2016) emphasizes that if a
man fails to give what a woman needs, she becomes bothersome (nagging). The following is the comparison between men and women traits with the portrayals within the selected humor.

<table>
<thead>
<tr>
<th>No.</th>
<th>Stereotypes</th>
<th>Humor Target</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Man</td>
</tr>
<tr>
<td></td>
<td></td>
<td>∑</td>
</tr>
<tr>
<td>1.</td>
<td>Troublesome</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Stubborn</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Arrogant</td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>Nagging</td>
<td>3</td>
</tr>
<tr>
<td>5.</td>
<td>Fussy</td>
<td>1</td>
</tr>
</tbody>
</table>

Spence, et al. (1979) mention that troublesome, stubborn, nagging, and fussy are being typical characteristics of feminine negative traits while being arrogant is being typical characteristics of masculine negative traits (as cited in Eagly & Mladinic, 1989, p. 547). However, there is an irony when troublesome, nagging, and fussy are also portrayed in men. The following are the examples of troublesome and fussy.
There is one meme which contains troublesome thing belongs to the bothersome traits. We can see figure 4.14 as the example. In that meme, we can see that there is a man who is offered a drink by Derp. Then, he answers “anything”. However, after Derp bought him Coca-Cola, he said that he did not drink Coca-Cola. The way he rejects the drink is categorized as an annoyance. In this case, a man becomes the victim of the humor. Moreover, Pasaribu (2016) states that both women and men have this kind of characteristic in which they do the bothersome. However, in this research, men portrayed as being bothersome. Thus, the result from this research presents the negative image of men (as listed in Table 4.3). Moreover, Pasaribu (2016) also mentions, “If the man fails to provide what she needs, she becomes bothersome.” In her findings, men portrayed as being bothersome (2%) than women. In this research, the result is as men are annoying (2%) on the women, men still portrayed as being arrogant (2%), and women are stubborn (2%).

The second example is fussy. Fussy means being active or talking unnecessary things (“fussy”). As has been mentioned by Pasaribu (2016) that women become bothersome (fussy or nagging) when they do not get what they need, the picture below proves that statement.
Figure 4.15 presents an example of bothersome which is fussy. As we can see on the picture, a man (Derp) says to his woman that he is off to work. Because of the statement, a woman (Derpina) becomes so talkative. She makes a conclusion about the reason of her man goes to work. Thus, we can see that the humor target here is a woman. She assumes that her man is off to work because he is cheating on her.

From both examples above, it can be concluded that actually this kind of stereotypes become a common place. Both men and women become the victims of the humor which can be considered bothersome. However, some jokes still portray a traditional stereotype that women are fussy.

2. Confident

The second trait is confident. Being confident means “feeling or showing assurance” (“confident”). It is a belief that one can trust in one’s own ability.
Benabou & Tirole (2002) says that self-confidence refers to as believing in their self (as cited in Ackerman & Ugelow, 2016). There are several types that can be categorized as being confident such as, self-sufficient, able to make up their mind, and determined. They are categorized as being confident because they focus on their personal future performances. The following (Table 4.4) is the result of stereotypes with portrayals of men and women within the selected humor.

**Table 4.4 Types of Self-confident**

<table>
<thead>
<tr>
<th>No.</th>
<th>Stereotypes</th>
<th>Humor Target</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Man</td>
<td>%</td>
<td>Woman</td>
</tr>
<tr>
<td>1.</td>
<td>Self-sufficient</td>
<td>5</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>Able to make up their mind</td>
<td>3</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Determined</td>
<td>1</td>
<td>2</td>
<td>-</td>
</tr>
</tbody>
</table>

According to Spence, et al. (1979) self-sufficient, able to make their mind, and determine belong to masculine positive traits (as cited in Eagly & Mladinic, 1989, p. 547). Men are stereotyped as being confident because they are traditionally considered the breadwinner of the family. The table above also brings the same result. Then, the following is an example of being confident.
The second trait of stereotypes that appear is self-confidence. Spence, et al. (1979) also mention that self-confidence becomes one of the masculine positive traits (as cited in Eagly & Mladinic, 1989, p. 547). There are five memes that contain self-confidence and the target is the man. This is one out of five memes that is taken as the example. The humor target of this meme is a man.

Figure 4.15 belongs to self-confidence because there is a man who looks for a watermelon. Then, he wants to make sure whether the watermelon is good enough or not. Unluckily, he does not know how to check it. Suddenly, he remembered what his mom said to him. After that, he becomes so confident to check it. Then, he smacks the watermelon in order to check whether the watermelon is good or not. Unfortunately, he cannot smack it. The way he tries shows the way he is confident enough to deal with the watermelon. Thus, the result of this research presents positive images of men (listed in Table 4.4). The men are stereotyped as sufficient (10%), able to make up their mind (6%), and determined (2%).
3. Cynical

The third trait is cynical. Being cynical refers to people who like doing sceptical remark or attitude (“cynical”). There are several types which can be categorized as being cynical, such as complaining and mocking. They are categorized as being cynical because complaining and mocking are the results of being cynical (Shrestha, 2018). People who are categorized as being a cynical will always see any matter is negative. Therefore, they will discourage other people. Table 4.5 shows the result.

<table>
<thead>
<tr>
<th>No.</th>
<th>Stereotypes</th>
<th>Humor Target</th>
<th>Woman</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Man</td>
<td>%</td>
</tr>
<tr>
<td>1.</td>
<td>Complaining</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2.</td>
<td>Mocking</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

According to Spence, et al., (1979), complaining is one of female negative traits while mocking is one of masculine negative traits (as cited in Eagly & Mladinic, 1989, p. 547). However, the data shows that both men and women have the characteristics of complaining and mocking. Figure 4.17 and Figure 418 are the proofs that men are complaining and women are mocking.
The example above presents that men who also have a characteristic of complaining. He complains because his computer was so slow. Men have proclivity to ignore thing, but here, men complain like women do. The following is the example of mocking.

Figure 4.18 presents a sample of mocking. Spence, et al., (1979) mention that mocking belongs to masculine negative traits (as cited in Eagly & Mladinic, 1989, p. 547). In this case, the victim of the humor is a woman. Her words are categorized as being cynical because she speaks cynic words to her friend. The
proof is shown when the woman tells that she is not planning on becoming a pimp.

In this case, Spence’s theory cannot be applied because both men and women have characteristics of complaining and cynical. The total number of complaining between men and women are 2% and for the mocking men are actually have the bigger number (6%) rather than women (2%).

4. **Sensitive**

*Sensitive* means easily offended or emotionally upset (“sensitive”). There are several types that can be categorized into being sensitive such as, aware to others’ feeling, emotional, gentle, and jealous. They are categorized as being sensitive because they have emotional sensibility and aware to others’ feeling (Rohendi, 2015).

<table>
<thead>
<tr>
<th>No.</th>
<th>Stereotypes</th>
<th>Humor Target</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Man</td>
</tr>
<tr>
<td></td>
<td></td>
<td>∑      %</td>
</tr>
<tr>
<td>1.</td>
<td>Aware to others’ feeling</td>
<td>-      -</td>
</tr>
<tr>
<td>2.</td>
<td>Emotional</td>
<td>5      10</td>
</tr>
<tr>
<td>3.</td>
<td>Gentle</td>
<td>-      -</td>
</tr>
<tr>
<td>4.</td>
<td>Jealous</td>
<td>-      -</td>
</tr>
</tbody>
</table>

Spence, et al. (1979) mention that aware to others’ feeling and gentle belong to feminine positive traits while jealous belongs to feminine negative traits
(as cited in Eagly & Mladinic, 1989, p. 547). Then, emotional belongs to masculine negative traits. The following is one of the examples of sensitive which is emotional.

![Figure 4.19 Emotional](image)

The example above is showing emotion feeling. It belongs to emotion because of the reaction from a man when he asked about Wi-Fi password to his wife. Unfortunately, he does not even remember the date they first meet. At the end, he gets angry and becomes nagging.

5. **Clueless**

The fifth trait is clueless which means stupid or lacking in ability. On the other hand, it refers to someone who is not clever or intelligent. The researcher decides to compile gullible and stupid in a group. Gullible means willing to believe anything or anyone. So, they had a similar characteristic. The following is the comparison table of men and women who become the humor target.
Spence, et al. (1979) mention the gullible and stupid belong to feminine negative personal traits. As we can see on the table, men has the higher number than women. (14%:8%) but on gullible women had the higher number than men do (6%:2%). The following is the example of men and women stupidity as the humor target.

<table>
<thead>
<tr>
<th>No.</th>
<th>Stereotypes</th>
<th>Humor Target</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Man</td>
</tr>
<tr>
<td></td>
<td></td>
<td>∑</td>
</tr>
<tr>
<td></td>
<td></td>
<td>∑</td>
</tr>
<tr>
<td>1.</td>
<td>Gullible</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Stupid</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

Figure 4.20 Stupid
The example above presents a sample of being stupid. As we can see, he wants to trap a woman through the cola that has been shaken before, so when she opened the cola, the soda would be spurted on her face. Unfortunately, he is trapped by his own trick. It is such a stupidity.

Figure 4.21 Gullible

The example above presents about gullibility where the victim of the gender humor is a woman. She is gullible because of the compliment from the man. He says that she is like the sun. The woman is so happy and curious. Unfortunately, what he meant by like the sun because it hurt his eyes.

To sum up, negative stereotypes in gender humor triggered laughter. Then, talking about positive and negative traits of femininity and masculinity, the traditional stereotypes that happened could be changed because the cultural values in any society, are in flux (Pasaribu, 2016). Both sexes were being the humor target.
CHAPTER V

CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS

This chapter consists of three parts. The first one is conclusions which explain the result of the research that has been discussed in the previous chapter. The second is implications which point out how the research findings contribute to language teaching and learning. The last part is recommendations for the future researchers and also language learners to conduct the research on a similar topic.

A. Conclusions

Based on the result and discussion on the previous chapter, there are two major conclusions that can be written in this section. First is what types of humor found in the 9GAG memes. The next is about how gender stereotypes are described in the 9GAG memes. The researcher collected 50 memes from 9GAG as the research object.

The first conclusion deals with the types of humor. The researcher applied the theory from Shade (1996). Shade (1996) mentions twelve types of verbal humor, there are pun, riddle, joke, satire, limerick, irony, parody, anecdote, sarcasm, farce, tall tale, and wit. However, there are only six out of twelve types that were found in the 9GAG memes. The types are riddle, joke, satire, irony, wit, and sarcasm.

The second conclusion deals with the description of gender stereotypes found in 9GAG memes. The researcher applied theory and the findings from
Spence, et al. (1979) and Pasaribu (2016). Spence, et al. (1979) proposes 16 traits of feminine negative and positive traits and masculine negative and positive traits. The results of this research were men (10%) and women (12%) on being bothersome, men were portrayed as being confident (18%), men were portrayed as being cynical (8%) and women were cynical (4%), both men and women were emotional (18%), and both men and women were stupid (30%).

B. Implications

Since the researcher learns in education field, so the researcher should understand the implication of this research towards society especially for English learners and teachers. Then, there are two implications of the research to language learning or teaching. Firstly, the teacher can use this research to teach the students about some types of verbal humor.

Secondly, the teacher can apply some jokes while she or he is teaching. Jokes are needed to make teaching and learning process in the class enjoyable. Students will enjoy to study in the class. So, the teacher and students can build a good atmosphere in the class. Furthermore, for students, they can understand the use of humor properly in their daily conversations. Therefore, they can appreciate every joke which has been made to create a good relationship towards others.

C. Recommendations

The recommendations are addressed for the future researchers and English learners. Firstly, for the future researchers, they can use this research as a
reference. The researcher hopes that they can conduct the research in a similar topic since there is only few people who conduct the research about humor. It is expected to use the newest theories and also the deeper discussion about humor. Hopefully, the future researchers can conduct a better research about humor and gender.

Secondly, for English learners, they can use this research as a referential to study about humor. There are many examples of humor and gender stereotypes which are described in the research, so they can learn them easily. Besides, this research can enrich their knowledge about humor. In the other words, they can use humor in their daily conversations properly and appreciate every humor that has been made to build a good relationship towards others.
REFERENCES


APPENDICES
## APPENDIX 1

### Complete List of Types of Humor

<table>
<thead>
<tr>
<th>No.</th>
<th>Codes of Memes / name</th>
<th>Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Smack down watermelon</td>
<td>Joke</td>
</tr>
<tr>
<td>2.</td>
<td>Eustace</td>
<td>Satire</td>
</tr>
<tr>
<td>3.</td>
<td>Driving Maximum</td>
<td>Wit</td>
</tr>
<tr>
<td>4.</td>
<td>Ice cream</td>
<td>Joke-lexical</td>
</tr>
<tr>
<td>5.</td>
<td>Shaking the Cola</td>
<td>Irony</td>
</tr>
<tr>
<td>6.</td>
<td>Dating on Wednesday</td>
<td>Satire</td>
</tr>
<tr>
<td>7.</td>
<td>Off to Work</td>
<td>Satire</td>
</tr>
<tr>
<td>8.</td>
<td>Have Committed a Great Sin</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>9.</td>
<td>If Women Ruled the World</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>10.</td>
<td>Talking with a little bird</td>
<td>Satire</td>
</tr>
<tr>
<td>11.</td>
<td>Brother zone</td>
<td>Irony</td>
</tr>
<tr>
<td>12.</td>
<td>Derpina, you are like the sun</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>13.</td>
<td>Don’t forget to close the door</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>14.</td>
<td>Having a business trip</td>
<td>Satire</td>
</tr>
<tr>
<td>15.</td>
<td>Stranger in the bus</td>
<td>Satire</td>
</tr>
<tr>
<td>16.</td>
<td>Why is your mother sitting so silent?</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>17.</td>
<td>The Average Female Breast</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>18.</td>
<td>Password wifi</td>
<td>Satire</td>
</tr>
<tr>
<td>19.</td>
<td>The Differences between machine gun and pistol</td>
<td>Sarcasm</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>20.</td>
<td>A man orders a bowl of soup</td>
<td>Satire</td>
</tr>
<tr>
<td>21.</td>
<td>Can someone answer?</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>22.</td>
<td>Shopping with girl friend</td>
<td>Satire</td>
</tr>
<tr>
<td>23.</td>
<td>Zodiac</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>24.</td>
<td>Condom</td>
<td>Irony</td>
</tr>
<tr>
<td>25.</td>
<td>Bought a lie detector</td>
<td>Irony</td>
</tr>
<tr>
<td>26.</td>
<td>Challenge Accepted</td>
<td>Irony</td>
</tr>
<tr>
<td>27.</td>
<td>This catapult is fucking amazing!</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>28.</td>
<td>Interviewing a farmer</td>
<td>Riddle</td>
</tr>
<tr>
<td>29.</td>
<td>Broken arm hurts</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>30.</td>
<td>Oral Sex</td>
<td>Joke–deep</td>
</tr>
<tr>
<td>31.</td>
<td>Studying for the final exam</td>
<td>Irony</td>
</tr>
<tr>
<td>32.</td>
<td>Window 98 vs windows 8</td>
<td>Joke</td>
</tr>
<tr>
<td>33.</td>
<td>My son has fever</td>
<td>Irony</td>
</tr>
<tr>
<td>34.</td>
<td>Mom, I am going out with the neighbor</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>35.</td>
<td>Computer why you so slow?</td>
<td>Satire</td>
</tr>
<tr>
<td>36.</td>
<td>So sorry derp, I am late</td>
<td>Sarcasm</td>
</tr>
<tr>
<td>37.</td>
<td>Talking with dad</td>
<td>Joke–metalinguistic</td>
</tr>
<tr>
<td>38.</td>
<td>What’s in your tummy?</td>
<td>Joke–deep</td>
</tr>
<tr>
<td>39.</td>
<td>Ask Derp out</td>
<td>Irony</td>
</tr>
<tr>
<td>40.</td>
<td>We don’t have a maid!</td>
<td>Irony</td>
</tr>
<tr>
<td>41.</td>
<td>Cold winter</td>
<td>Sarcasm</td>
</tr>
<tr>
<td></td>
<td>How many light bulbs?</td>
<td>Riddle</td>
</tr>
<tr>
<td>---</td>
<td>----------------------</td>
<td>----------</td>
</tr>
<tr>
<td>44.</td>
<td>Hi, there. You are alone.</td>
<td>Irony</td>
</tr>
<tr>
<td>45.</td>
<td>Hey, I am going for a run</td>
<td>Irony</td>
</tr>
<tr>
<td>46.</td>
<td>What do you want to drink?</td>
<td>Satire</td>
</tr>
<tr>
<td>47.</td>
<td>Girlfriend seems to be in weird mood</td>
<td>Irony</td>
</tr>
</tbody>
</table>
# APPENDIX 2

## THE CATEGORIES OF GENDER STEREOTYPES

<table>
<thead>
<tr>
<th>No.</th>
<th>Codes of Memes</th>
<th>Stereotypes</th>
<th>Target Humor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Smack down watermelon</td>
<td>Self-confident</td>
<td>Male</td>
</tr>
<tr>
<td>2.</td>
<td>Eustace</td>
<td>Cynical</td>
<td>Male</td>
</tr>
<tr>
<td>3.</td>
<td>Driving Maximum</td>
<td>Make decision easily</td>
<td>Male</td>
</tr>
<tr>
<td>4.</td>
<td>Ice cream</td>
<td>Stupid</td>
<td>Male</td>
</tr>
<tr>
<td>5.</td>
<td>Shaking the Cola</td>
<td>Stupid</td>
<td>Male</td>
</tr>
<tr>
<td>6.</td>
<td>Dating on Wednesday</td>
<td>Arrogant</td>
<td>Male</td>
</tr>
<tr>
<td>7.</td>
<td>Off to Work</td>
<td>Fussy</td>
<td>Female</td>
</tr>
<tr>
<td>8.</td>
<td>Have Committed a Great Sin</td>
<td>Stupid</td>
<td>Female</td>
</tr>
<tr>
<td>9.</td>
<td>If Women Ruled the World</td>
<td>Jealous</td>
<td>Female</td>
</tr>
<tr>
<td>10.</td>
<td>Talking with little bird</td>
<td>Nagging</td>
<td>Female</td>
</tr>
<tr>
<td>11.</td>
<td>Brother zone</td>
<td>Fussy</td>
<td>Male</td>
</tr>
<tr>
<td>12.</td>
<td>Derpina, you are like the sun</td>
<td>Gullible</td>
<td>Female</td>
</tr>
<tr>
<td>13.</td>
<td>Don’t forget to close the door</td>
<td>Emotional</td>
<td>Male</td>
</tr>
<tr>
<td>14.</td>
<td>Having a business trip</td>
<td>Make decision easily</td>
<td>Male</td>
</tr>
<tr>
<td>15.</td>
<td>Stranger in the bus</td>
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<td>Male</td>
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<tr>
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<tr>
<td>17.</td>
<td>The Average Female Breast</td>
<td>Stupid</td>
<td>Male</td>
</tr>
<tr>
<td>No.</td>
<td>Scenario</td>
<td>Emotion</td>
<td>Gender</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------</td>
<td>--------</td>
</tr>
<tr>
<td>18</td>
<td>Password Wi-Fi</td>
<td>Emotional</td>
<td>Male</td>
</tr>
<tr>
<td>19</td>
<td>The Differences between machine gun and pistol</td>
<td>Fussy</td>
<td>Female</td>
</tr>
<tr>
<td>20</td>
<td>A man orders a bowl of soup</td>
<td>Nagging</td>
<td>Male</td>
</tr>
<tr>
<td>21</td>
<td>Can someone answer?</td>
<td>Cynical</td>
<td>Female</td>
</tr>
<tr>
<td>22</td>
<td>Shopping with girl friend</td>
<td>Self-confident</td>
<td>Male</td>
</tr>
<tr>
<td>23</td>
<td>Zodiac</td>
<td>Stupid</td>
<td>Female</td>
</tr>
<tr>
<td>24</td>
<td>Condom</td>
<td>Gullible</td>
<td>Female</td>
</tr>
<tr>
<td>25</td>
<td>Bought a lie detector</td>
<td>Stupid</td>
<td>Both</td>
</tr>
<tr>
<td>26</td>
<td>Challenge Accepted</td>
<td>Emotional</td>
<td>Male</td>
</tr>
<tr>
<td>27</td>
<td>This catapult is fucking amazing!</td>
<td>Cynical</td>
<td>Male</td>
</tr>
<tr>
<td>28</td>
<td>Interviewing a farmer</td>
<td>Gullible</td>
<td>Male</td>
</tr>
<tr>
<td>29</td>
<td>Broken arm hurts</td>
<td>Stupid</td>
<td>Female</td>
</tr>
<tr>
<td>30</td>
<td>Oral Sex</td>
<td>Stupid</td>
<td>Male</td>
</tr>
<tr>
<td>31</td>
<td>Studying for the final exam</td>
<td>Self-confident</td>
<td>Male</td>
</tr>
<tr>
<td>32</td>
<td>Window 98 vs windows 8</td>
<td>Stupid</td>
<td>Female</td>
</tr>
<tr>
<td>33</td>
<td>My son has fever</td>
<td>Gentle</td>
<td>Female</td>
</tr>
<tr>
<td>34</td>
<td>Mom, I am going out with the neighbor</td>
<td>Stubborn</td>
<td>Female</td>
</tr>
<tr>
<td>35</td>
<td>Computer why you so slow?</td>
<td>Complaining</td>
<td>Male</td>
</tr>
<tr>
<td>36</td>
<td>So sorry derp, I am late</td>
<td>Aware to other’s feeling</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>37.</td>
<td>Talking with dad</td>
<td>Nagging</td>
<td>Female</td>
</tr>
<tr>
<td>38.</td>
<td>What’s in your tummy?</td>
<td>Stupid</td>
<td>Male</td>
</tr>
<tr>
<td>39.</td>
<td>Ask Derp out</td>
<td>Gullible</td>
<td>Female</td>
</tr>
<tr>
<td>40.</td>
<td>We don’t have a maid!</td>
<td>Stupid</td>
<td>Male</td>
</tr>
<tr>
<td>41.</td>
<td>Cold winter</td>
<td>Make decision easily</td>
<td>Male</td>
</tr>
<tr>
<td>42.</td>
<td>How many light bulbs?</td>
<td>Never give up</td>
<td>Male</td>
</tr>
<tr>
<td>43.</td>
<td>Ipad</td>
<td>Stupid</td>
<td>Male</td>
</tr>
<tr>
<td>44.</td>
<td>Hi, there. You are alone.</td>
<td>Self-confident</td>
<td>Male</td>
</tr>
<tr>
<td>45.</td>
<td>Study hard for the exam</td>
<td>Self-confident</td>
<td>Male</td>
</tr>
<tr>
<td>46.</td>
<td>Hey, I am going for a run</td>
<td>Nagging</td>
<td>Female</td>
</tr>
<tr>
<td>47.</td>
<td>Writing an inspired post</td>
<td>Complaining</td>
<td>Female</td>
</tr>
<tr>
<td>48.</td>
<td>What do you want to drink?</td>
<td>Bothersome</td>
<td>Male</td>
</tr>
<tr>
<td>49.</td>
<td>Mom, I am hungry</td>
<td>Emotional</td>
<td>Male</td>
</tr>
<tr>
<td>50.</td>
<td>Girlfriend seems to be in weird mood</td>
<td>Emotional</td>
<td>Female</td>
</tr>
</tbody>
</table>
APPENDIX 3

LIST OF MEMES PICTURES

Figure 1

Figure 2
Figure 7

Rye, Rabe! I’m off to work!

Work Hard
Play Hard
is a song...

a guitar is an instrument

six divided by two equals three

triangles are two-dimensional

you like girls with blue eyes

Are you cheating on me?

Wait a minute...

songs are played on instruments

guitars have six strings

a triangle has three sides

you have two eyes

Jesus Christ...

Figure 8

bless mefather, I have committed a great sin!

I slept with the priest in the next town

Please faster, tell me what to do to be absolved of this sin

Climb up to the bell tower and jump off, that’s what you should do! What a terrible thing you did!

...as if your town doesn’t have a priest

what did you do my child?

WHAT!!!!!!
PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

Figure 13

Okay thx mom

Dont forget to close the door

What is so hard...

About closing a feeling...

DOOOOOOR!

Derp dinner is ready in 20 minutes.

Figure 14

A man was bored while on a business trip

So he decided to call his wife

Wh... Who is this?

Hola?

This is the maid

I don’t have a maid

Oh, we’ll where’s my wife?

I was hired today

She’s upstairs with the guy I thought was you

That where? Do you wanna make $10,000?

Go upstairs, and kill them both

Ok, I did it

Si!

Now put the bodies in the pool

You don’t have a pool

Is this 555-5309?

POKER FACE

POKER FACE

POKER FACE
Figure 19

Daddy?

yes son?

what is the difference between a machine gun and a pistol?

well son... imagine how it is when your mother is talking and how it is when I am answering.

oo000000oh...

Figure 20

A man walks into a restaurant and orders a bowl of soup

His order arrives...

He then calls the waiter over to ask him to taste his soup

POKER FACE

The waiter says: But sir, I can assure you that the soup is good.

Dear Mr. Walker, I will feel much better if you taste my soup first.

Dear, Walker, I will feel much better if you taste my soup first.

But sir, I can’t taste your food, my boss will fire me!

Look man, if you don’t taste my soup now, I will leave without paying!

The waiter looks around to make sure no one is watching and gets closer to the bowl of soup ready to please the customer. He then stops, confused, and asks: “But sir, where is your spoon??!!”

EXACTLY!!
Figure 21

Can someone answer #5?

It was in 1887.

fucking nerd

Sorry to disappoint you professor, but I’m not planning on becoming a pimp.

Figure 22

"Shopping with my GF"

"Today I buy you anything you want!"

"Really?"

"In that case I want these awesome red high heels, pleasease!"

"Shoes, really? For that price they better be done by me."

A FEW MOMENTS LATER

5 MINUTES LATER...

Figure 23

Omg, I don’t think that things will work between us. Let’s be just friends.

Now, I didn’t expect that. At least, may I ask you why?

You’re libra and I’m capricorn, our zodiac personalities don’t match. I’m sorry...

Fuh?!

Figure 24

Honey? What are those broken ornaments doing on our lawn?

There’s on the front yard.

Where?

Stop hitting our children like that!
Figure 27

Oh derp, I never thought our son would make it this far.

I know honey...

this catapult is fucking amazing!

Figure 28

*a reporter interviewing a farmer

ok.

sir, in going to interview you about your cows

one white one, or the black one?

sir, where do you take the cows for a bath?

uhm, the black one

so where do you take the white one for a bath?

sir, what do you feed to your cows

the white one? or the black one?

ahh, in the river

in the river

the black one

so where do you let the cows sleep?

the white one?

so what do you feed on the white one?

ahh, grass

grass

and the white one??

the fcking black one!!

and the white one??

TWO TICKETS TO THE CIRCUS-PLEASE

Figure 29

she with broken arm hurts like hell going to the hospital

should nurse appears

hello - how can I help you?

sir why the fuck do you keep asking me if its the black or white one if your answer's the same!!!

ahh, under the tree

under the tree

ahh, you see, the black one is mine

and the white one?

also mine
Figure 38

Figure 39

Figure 40

What is it son? Dad, do you believe in ghosts?

Of course not, they don't exist! But the maid said there are ghosts here.

Sen, pack your shit... right now! bb... but why?

WE DON'T HAVE A MAID!

I think I'm going to ask... keep it simple! You should do it!

Ah! That's great.

I also like you despite that... sorry...

I have always loved you but I thought you didn't like me. I asked you out in February 14th, but you rejected me.

Ah! I love you! I wish he would like me. I'm afraid this time I can't go out. I'm really into my heart. I can't do it without you.

February 14th:

I'm sorry! I wish you had a girl like me! I'll speak to a person!
Figure 47

Figure 48

Figure 49

Figure 50

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI