ANALYSIS OF HUMOR ON @OVERHEARDKAMPUS INSTAGRAM ACCOUNT: A PRAGMATIC STUDY

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ABSTRACT

This research aims to find out the pragmatic aspects to create a humor situation in @overheardkampus Instagram account. The @overheardkampus account is chosen because this account contains humor of the students from various universities in Indonesia. This paper uses a qualitative descriptive method. There are three steps to find out the aims of this research: the data collection from @overheardkampus Instagram account, the analysis of the data by using a pragmatic approach, and the last is the display of the result. The data that is used in this research is limited only for humor that contains the conversation between the student and the lecturer. After all of the data is collected, it will be analyzed by using a pragmatic approach. The result of the analysis will be displayed through formal and informal methods. According to the research, the researcher finds that the maxim violation becomes the aspect to create humor situation in @overheardkampus Instagram account. In several conversations, the speaker uses more than one maxim violation. The most maxim violation that is used is the maxim of quality violation.

Keywords: *pragmatics, implicature, humor, maxim, context*

INTRODUCTION

Humor is a particular activity to make the people laugh. Sometimes the existence of humor is not only to make people laugh, but also it can reduce the tension. It is related to what Wijana (2003) said that humor is a kind of wordplay which can make the people laugh. The variation of humor is growing until now. The people become more creative in making humor, especially in social media. It is because social media is easy to be accessed by anyone and anywhere. Nowadays, one of the most popular social media is Instagram. Instagram provides so many kinds of humor such as @overhearkampus account, @overheardjkt account, @overheardkampus account and many more that offer certain jokes.

The researcher chooses the @overheardkampus account in this research. The @overheardkampus account always posts feed contains humor from the chit-chat of the students in so many universities in Indonesia. This account is very amusing since the humor that provides related to the life of the students and the lecturers in university. There are for about 481 posts that had been posted by @overheardkampus account, and the researcher takes the data limited only for humor that contains the conversation between the student and the lecturer.

In this research, the researcher would like to analyze the pragmatic aspects to create humor situation in @overheardkampus account. In analyzing the data, the researcher uses a pragmatic approach. Pragmatics concerns about the meaning in context. Since the humor is applied in conversation, so it is important to understand the context of the humor. It is related to what is said by Levinson (1983) that the meaning of the utterance should be adapted according to the context.

METHODOLOGY

This research uses the qualitative descriptive method. It is carried out in three stages (Sudaryanto, 1993). First is data collection, the second is data analysis, and the last is the presentation of the result of data analysis. The researcher collected the data from @overheardkampus Instagram account. The data which is taken is only the conversation between the student and the lecturer. Fourty one data are analyzed from this account.

In analyzing the data, the researcher uses several theories related to the pragmatic approach such as implicature and maxim theories. According to Wijana (1996, 46), if there is maxim violation, there will be certain implications that will appear in a conversation. Sometimes, an utterance can imply certain meaning from what is unsaid (Grice, in Wijana 1996). Another theory is from Yule (1996) which states that pragmatics is a study that examines the utterance of the speaker and the interpretation of the meaning from the hearer. There are the rules that should be obeyed by the speakers so that the message can be delivered effectively, named conversational maxim. It consists of maxim of quantity, maxim of quality, maxim of relevance/relation, and maxim of manner.

The researcher also uses the contextual method. This method focuses on the situation consisting of the speaker, the hearer, the place, and all of these were associated with the linguistics phenomenon

(Sperber and Wilson, in Wijana 2014). The last step, the data is presented in an informal method (Sudaryanto, 1993). The data are delivered by giving sample and also describing the sample according to the theories that are used.

ANALYSIS

The researcher finds a violation of maxim done by @overheardkampus Instagram account to create a humor situation. The following data is the sample of the data analysis.

Data 1:

3 Januari 2020

    (a) Dosen   : "Semester kemarin belajar apa aja?"

    (b) Mahasiswa   : "Belajar sabar Bu…"

The conversation above is a student's chitchat from Universitas Negeri Semarang that is sent via direct message to @overheardkampus Instagram account. We can imply that this conversation happens in the early of the semester. The lecturer asks the student about the subjects that they had learned from the previous semester. In this conversation, the student violates the maxim of relevance and the maxim of quality. The utterance (a) needs maxim of relevance in the utterance (b) so that the answer will be relevant. To make the answer relevant when the lecturer asks "Semester kemarin belajar apa?", the student should be answered by the kind of the subjects that they had learned in the university in the previous semester. However, the student answers it by "Belajar sabar Bu…". It shows irrelevant reaction toward utterance (a). Besides, the utterance (b) also violates the maxim of quality since the students' answer does not give the right contribution to the question the lecturer asked. The violation of maxim of relevance and maxim of quality create humor situation in this conversation.

Data 2:

31 Mei 2019

    (a) Dosen   : "Hari ini pertemuan terakhir di bulan Ramadhan kan? Kalau begitu Ibu punya THR buat kalian."

    (b) Mahasiswa   : "Wah terima kasih Bu"

    (c) Dosen   : "THR, Tugas Hari Raya."

The conversation above happens in a classroom a day before Ramadhan holiday. In utterance (a), the lecturer says that she wants to give THR for the students. In Indonesia, THR is *Tunjangan Hari Raya* or wages that are given to the workers at least seven days before religious holidays. The humor situation

comes up because the lecturer violates the maxim of quality. The lecturer does not say that the THR is the abbreviation from *Tunjangan Hari Raya,* but she gives another abbreviation like *Tugas Hari Raya.* It makes the students think that their lecturer will give THR.

Data 3:
27 Desember 2018

    (a) Dosen   : "Kampus kita itu UGM biar kamu tau."
    (b) Mahasiswa   : "Maksudnya Pak?"
    (c) Dosen   : "Universitas Grogol mentok."

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UNIVERSITAS TRISAKTI

Dosen: "Kampus kita itu UGM biar kamu tau."

Mahasiswa: "Maksudnya Pak?"

Dosen: "Universitas Grogol mentok."

@overheardkampus

That conversation above is chitchat from Universitas Trisakti. This university is located in Grogol Petamburan West Jakarta. This conversation happens between a lecturer and a student of Universitas Trisakti. The lecturer gives the student a statement (a) that Universitas Trisakti is UGM (Universitas Gadjah Mada), while UGM is located in Yogyakarta. It makes the student feel confused (b) toward the statement of the lecturer. The humor situation is created when the lecturer violates the maxim of quality because he said that UGM is *Universitas Grogol Mentok* (c) to represent the location of Universitas Trisakti. This is not true since UGM is an abbreviation from Universitas Gadjah Mada.

Data 4:
26 November 2018

    (a) Dosen   : "Yang pinter banyak, lulusan S1 juga banyak, tapi orang pinter kalah sama orang….?"
    (b) Mahasiswa   : "Orang dalem, Bu."
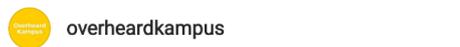
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Dosen: "Yang pinter banyak, lulusan S1 juga banyak, tapi orang pinter kalah sama orang..?"

Mahasiswa: "Orang dalem, Bu."

@overheardkampus

The humor situation in the conversation above comes up when the student violates the maxim of relevance. Generally, it is understood that smart people sometimes will lose from another who is diligent and lucky. The question *"Yang pinter banyak, lulusan S1 juga banyak, tapi orang pinter kalah sama orang...?"* implied that the lecturer wants the student to answer "diligent, lucky". However, the student violates the maxim of relevance by saying "Orang dalem, Bu." This is irrelevant with what the lecturer has asked.

Data 5:
28 Juli 2018
    (a) Dosen   : "Kok si Budi gak masuk?"
    (b) Mahasiswa   : "Biasa, Pak. Sakit mala."
    (c) Dosen   : "Malaria?"
    (d) Mahasiswa   : "Bukan Pak, malarindu."

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Dosen: "Kok si Budi gak masuk?"

Mahasiswa: "Biasa Pak, sakit mala."

Dosen: "Malaria?"

Mahasiswa: "Bukan Pak, malarindu."

@overheardkampus

The humor situation above happens because there is a violation of maxim of quality and the violation of maxim of manner. The maxim of manner avoids ambiguity to minimize misunderstanding. When the lecturer asks a question (a), the student violates the maxim of manner. The student does not answer (b) explicitly. It makes the lecturer experiences obscurity in receiving the information. Next, the student also violates the maxim of quality. In utterance (d), the student does not give the information according to the fact. The student should tell the truth. However, these two violations create the humor situation in that conversation.

CONCLUSION

According to the research above, the researcher finds that the maxim violation becomes the aspect of creating humor situation in @overheardkampus Instagram account. In several conversations, the speaker uses more than one maxim violation such as in one conversation, there are violations of maxim of quality and maxim of manner. The most maxim violation that is used in @overheardkampus Instagram account is maxim of quality violation. It is because the speaker does not provide information according to its truthfulness.

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