

CHAPTER I

INTRODUCTION

This chapter comprises general outlines of present study. It begins with background of the study, statement of problem, research objective, research significance, and clarification of key terms.

1.1 Background of Research

Every human needs humor to omitting the fatigue and boredom in the midst of activities that take a lot of concentration. The existence of humor can provide pleasure, cheerfulness, and make the brain become more relaxed. In Indonesia humor has also become a part of folk art, such as ludruk, puppet-shadow and so on. The elements of humor in each art becomes a supporting element and becomes a determining element of attraction. Humor can take the form of anything, such as daily conversations, dramas, films, novels, short stories, songs, rhymes, comics, stand up comedy, talk shows, and videos on social media especially on Instagram.

Humor is everything that can make someone laugh, be entertained, and feel good besides that humor can make someone to think creatively in any situation. According to Wijana (2004: 20) humor is verbal and visual stimulation that is spontaneously intended to provoke a smile and laugh from the listener or the person who sees it. These stimuli are all forms of human behavior that can cause joy, amusement, or humor on the part of listeners, viewers, and readers.

This research is based on punch line phenomenon which is now increasingly developing on social networks such as Facebook, Twitter, Path, and Instagram. One of the most phenomenal and desirable communities is Instagram. As we know Instagram we often call IG. Instagram is a photo and video sharing application web service that lets you share your life with friends through a series of pictures captured

with a mobile device. Instagram also supports video uploads and lets users of the service instantly share photos on several social sites, including Flickr, Facebook, Tumblr and Twitter or specify a location with any photo to check in on Foursquare. The Instagram service, which claims to have more than 100 million users, was founded by Kevin Systrom and Mike Krieger in October, 2010. This application is a good way to share moments with others through photos and videos. There is @hasanjr11 account, he is one of the accounts on Instagram that brings a variety of humor both photos and videos with the number obtained now reaching more than 500 thousand followers. This account managed by creative youth is able to create contemporary humor that contains many messages in every video uploaded. The message delivered can be a criticism of what phenomena are happening in the community. The criticism becomes more interesting because it is served by using wordplay.

Wordplay or play on words is a language phenomenon that we can come across every day, either by creating a pun (pun and wordplay are used interchangeably) on our own with the intention to amuse or it can be found in newspapers or television. It is used to attract the reader's and audience attention. Delabastita defines wordplay "Wordplay is the general name for the various textual phenomenon in which structural features of the languages used are exploited in order to bring about a communicatively significant confrontation of two or more linguistics structures with more or less similar forms and more or less different meanings." (Koponen, 2004). Creating and resolving wordplay can be quite a difficult task. It very much depends on every individual, his or her knowledge of a given language, creativity and experience which might be helpful when creating or deciphering this language phenomenon.

According to Alexieva (1997: 139-140), human seem to have an urge to create a humorous effect when communicating with others, and this is the motivation behind wordplay. At the same time, they like to test their own and their audience's skills of making analogies. The audience being able to catch the intended meaning, to make the analogy, and to share in the humorous effect may cause a

stronger feeling of solidarity between the speaker (author) and the audience. On the other hand, if the audience fails to grasp the meaning, the speaker may get some feeling of power and superiority.

As pointed out by Leppihalme (1997), wordplay can be based on several different features of the language(s) involved. These features are pronunciation, spelling, morphology, vocabulary or syntax. According to its form, wordplay can be expressed in ambiguous verbal orthographic peculiarities, sounds and forms of the words, in breaking the grammar rules and other linguistic factors. It should be also mentioned that context has a vital importance for the actualization of the wordplay (pun). It is obvious that there is not a universal definition of wordplay or pun; that the difficulties created by the complexity of wordplay and its various classifications are caused by the complexity of the phenomenon and its categories and subcategories.

This research uses Delabastita's Theory to analyze how the humor effect of wordplay is constructed. According to Delabastita (1996b: 132) definition takes up is the communicative significance factor. This is related to the contextual aspect in the sense that we should differentiate between accidental ambiguities in the text and those used intentionally for wordplay and the effects it creates. Delabastita (1996: 132) admits that it is often very difficult to determine the intention of the author. In the end, the recognition and appreciation of wordplay depends on the readers' reading habits, as well as the genre conventions of the text. Similarly Leppihalme (1997: 141) considers it often difficult to distinguish between cases of intentional and unintentional wordplay. Sometimes a slip or spelling error, or the text finding its way to a certain context may give rise to a pun that would not exist in other contexts (see also Vandaele 2002). After the analysis, there are some applications of humor pun in our life. From this paper, people would learn how to appreciate a humor pun, and would have greater interests in English. The objective of the research is to investigate the phenomenon of wordplay and its specific features at phonological and semantics.

This research is not the only one which analyze wordplay phenomenon. There are some previous studies related to analysis of wordplay. Safitri (2013) with his thesis **Permainan Bahasa Dalam Wacana Plesetan Stiker Humor Di Wilayah Bantul Dan Yogyakarta**. The purpose of this research is to analyze the wordplay which applied on sticker. The data is analyzed by using the theory of wordplay which contains the process of wordplay and she describe the use of language features as a form of language play. The subject of his research is discourse in the play on humor stickers totaling 76 stickers.

The second research is written by Phillipe(2018), **An Analysis Wordplay Found In Owl City's Songs**. The result of his research shows that types of wordplay found in Owl City's song are homophone, homonym, paronym, synonym, malapropism, simile, naming, idiomatic, repetition, alliteration, assonance and consonance. Based on the findings, the repetition is the most used type of wordplay. Because the repetition leads people can easily remember the song. the last distinguishing thesis is an object that will be analyzed and methods or steps analysis.

The different my research from the above thesis is adding the types of words itself, analyze wordplay use linguistic features and the object that the researcher will take from the account Instagram videos. My research tittle is **Wordplay in Humor Videos on Instagram**.

1.2 Statement of Problem

The main problem of this research is the wordplay in humor videos onintstagram account. The problems that will be analyzed is the technique of watch and write of the wordplay which found in the instagram videos. Based on the background above, researcher arranges the problems as follows:

1. What types of words which using in humor videos on Instagram used ?
2. How are the wordplay formed in humor videos on Instagram?

1.3 Purpose of the Research

The purpose of this study is to answer the questions above. This research has to give some beneficiary for academic world. Researcher purpose is as follows:

1. To describe the types of words which using in humor videos on Instagram.
2. To describe the process of wordplay contained in Instagram videos.

1.4 Significance of the Research

The writer is believed will be useful in supporting knowledge, in order to develop a concept of wordplay phenomenon in humor videos on instagram. Moreover, the writer hopes that people can understand meaning of wordplay or language phenomenon; not only for linguist but also all of others who never study or know about linguist before.

This research will enrich studies in the field of linguistics, especially for those who will do a research about puns or wordplay and will give information related to the topic. For the reader, this research are expected to be used as material or source referrals for further research.

1.5 Clarification of Key Terms

Clarification of key terms are terms that explanatory about the research. These terms will clarify the reader to understand this research. Briefly a clarification of key terms discusses about definitions.

- **Humor** is humor is verbal and visual stimulation that is spontaneously intended to provoke a smile and laugh from the listener or the person who sees it. These stimuli are all forms of human behavior that can cause joy, amusement, or humor on the part of listeners, viewers, and readers (Wijana, 2004: 20).

- **Instagram** is a photo and video sharing application web service that lets you share your life with friends through a series of pictures captured with a mobile device.
- **@hasanjr11** is one of the accounts on Instagram that brings a variety of humor both photos and videos with the number obtained now reaching more than 500 thousand followers. This account managed by creative youth is able to create contemporary humor that contains many messages in every video uploaded.
- **Wordplay** is the general name for the various textual phenomena in which structural features of the languages are exploited in order to bring about a communicatively significant confrontation of two (or more) linguistic structures with more or less similar forms and more or less different meanings. (Delabastita 1996: 128).
- **Phonology** is the branch of linguistic concerned with the study of speech sounds with reference to their distribution and patterning.
- **Semantics** is the study of the relationships between linguistic forms and entities in the world; that is, how words literally connect to things (Yule 1996a: 4).
- **Semantic Features** is the meaning of semantic analysis of the components contained within the meaning of a word. These components are strung the form a sense of the word in each other (Brinton, 2000:138)
- **Polisemy** is one of lexical relation that has multiple meaning in phonological level, just related with the lexeme but the meaning is different (Saeed, 1997: 64).

1.6 Organization Paper

The paper consists of five chapter and it will be described as followed:

Chapter I :The first chapter is introduction. This paper consists of background of the study, statement of problem, research objective, research significance, and clarification of key terms.

Chapter II :The second chapter is theoretical foundation. This chapter consists of wordplay, the features of wordplay, the function of wordplay, humor and the function of humor.

Chapter III :The third chapter is methodology of research. This chapter consists of method of the research, data, source of data, technique of collecting data, and technique of analyzing data.

Chapter IV :The fourth is finding and discussion; It discuss the types of wordplay based on humor videos on Instagram, and analysis related to the context and describe the process of the wordplay based on the wordplay features.

Chapter V :The fifth chapter is conclusion and suggestion.



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