

CHAPTER I

INTRODUCTION

In this chapter, the paper elaborates the background of this research, statement problem, research questions, purpose of research and significance of research.

1.1 Background of Research

Humor is the quality of being funny. Humor is a social phenomenon, because humor is the variety of language to communicate in the group and make funny situation. Today, many humor events are showed in the television program, like standup comedy. People are interested in this event. They make a community to join with other people and they come together in a place to enjoy that event. In standup comedy, people usually chit chat using their jokes, satire, irony and other.

Generally they feel happy with that situation. This is because many people are interested in that event so many television stations open recruitment to make standup comedy contest. The case above shows the social interaction today that many people feel comfortable when they communicate each other using jokes and it is humorous for them.

This fact is suitable with the Raskin's argue that,

“Jokes and other humorous utterances are a form of communication that is usually shared in social interaction. These humorous utterances are socially and culturally shaped and often quite particular to a specific time and place.” (Raskin 2008: 361).

Humor can also be called as creativity; it means humor is the way to communicate with the creativity wordplay for being funny. Tamblyn argues “If you communicate with humor you will communicate creatively and playfully,” (2003: 27). Those explanations refer to humor which is using in advertisement. Many advertisements in television use the humor as a media for promoting their product. To make the consumer interested and curious with their product,

they use world play and make creative word to produce the humorous advertisement. This is the way to communicate with the consumer to promote some products.

Besides, humor also contains in the study of literature. According to Raskin (2008: 523), "The study of humor in literature is akin to the study of biological specimens that have been dyed, fixed, and mounted on slides: both convenient and like most convenient things unsatisfactory." In fact, humor in literature is constructed by the character of the novel or of the short story.

Many kind of narrative like comic, short story, novel and other which have energy humor inside the story itself. Usually, the author gives the humor in the text by explaining the unfortunate person or the character in the story with metaphor, irony or other. The author also mentions some satire to form the humor in the text. This is the author's way to form humor in the story.

Actually humor also occurs in the literature. Humor is formed in the literature to make the reader feel funny with the jokes which the author is constructed in the text. In the other hand,

"Literary humor is therefore a vast arena or of material for humor researchers that can conveniently be shared, copied, and referenced and because of the hermeneutics question (the question of how a text can be interpreted differently by every reader based on his or her world experience, and how each of these readings differs from the author's idea of what he meant), every piece of literary humor can be said to become a new joke every time it is read by a new person at a new time (Raskin, 2008: 24)."

In above case, the writer is interested in analyzing the humor formed in narrative especially in the short story. The object of this analysis is *The Best American Humorous Short Stories*. By the guide book *The Language of Narratives Humor Construction in Short Stories* written by Isabel Ermida, the theory of the humor construction in the short story consists of three theories. There are Disparagement theory, Release theory and Incongruity theory.

The previous study was researched in 2005 by Olsson and Larson from Lulea The University of Technology with the title of Humor in Advertising. They researched about the

humorous advertisement in Swedish television advertising. The problems of this research are how difference types of humor are used in advertising and what the benefits of humor advertising are.

So the result of their research were, first that in the humorous advertisement formed by six differences type in humor, such as Surprise humor, Personification humor, Comparison humor, Cerebral humor, Yellow good and Red good. The second result, that the primary benefit was the capturing of attention people want the advertisement to be more like a movie or comedy that entertainers, than just a boring advertisement. When humor is succeeded capturing attention people will remember it for being period time.

Different from the previous study above, the researcher analyze the humor which is formed in short story. This analysis focuses on how the author describes the humor in the text based on the characteristic humor in the theory and the categorized humor based on the concept.

1.2 Research Questions

Based on the background above, the problem in this research is how the authors describing the humor in the text in Limpidsoft's *The Best American Humorous Short Stories*.

The questions of this analysis are:

1. How is the humor in Limpidsoft's *The Best American Humorous Short Stories* formed?
2. What is the concept of the humor in Limpidsoft's *The Best American Humorous Short Stories*?

1.3 Purposes Research

The purposes of this research are:

1. To know how the humor in Limpidsoft's *The Best American Humorous Short Stories* is formed.
2. To know the concept of humor in Limpidsoft's *The Best American Humorous Short Stories*.

1.4 Significance Research

The Significant of this research is the researcher wishes that this research can be useful for the all cavitas academics, especially for the student of English Department to add knowledge about humor research in linguistics.

1.5 Clarification of Term

- Humor : The quality of being amusing, especially as expressed in literature or speech. The ability to appreciate or express humour.
- Irony : The expression of meaning through the use of language signifying the opposite, typically for humorous effect.
- Wit : A natural aptitude for using words and ideas in a quick and inventive way to create humour.
- Laughter : The action or sound of laughing.
- Joke : A thing said to cause amusement.