

## CHAPTER I

### INTRODUCTION

#### A. BACKGROUND

Language is essential in communication. In order to achieve the aim of the communication process, the use of the language needs to be considered. Language function as a means to express thoughts and emotions, as a tool for thinking and feeling, and as a tool for understanding the thoughts and emotions of others (Sudaryono, 2000). Also, language is used as a way to express thoughts, opinions, messages, either directly or indirectly.

Pragmatic is understood as the systematic investigations of what and how people mean when they use language as a vehicle of action in a particular context and with a particular goal in mind (Bublitz & Norrick, 2011). Studying pragmatics aid listeners in comprehending the intended meaning and the actions carried out by speakers during communication. One of which is understanding humor.

Humor can be conveyed using language, or created with other aspects such as movement, facial expressions, or even using an object. Humor is not just a tool to entertain people, but also can be an education tool. Humor is the most frequently used way by people to express criticism because it is considered the safest. By conveying criticism through humor, the criticized party will contemplate the criticism as a joke made by the speaker.

Nowadays, stand-up comedy is used by some people to convey criticism of social issues in society at that time. Schwarz (2010) explained

that stand-up comedy consists of the humorist's monologue addressed to a receiving audience. Although it is traditionally a solo performance, in delivering their jokes, it can be presented in a variety of ways, including through storytelling, descriptive narration, dialogue or monolog. Even though there is no conversation taking place, conversational dialogue can occur in a form of indirect speech contained in the comedian's storytelling.

Trevor Noah is one of the famous stand-up comedians with satirical and sarcasm comedy is. Trevor is a mixed-race ancestry comedian, which makes him understand about race and ethnicity that lead his comedy theme. Also, he often delivers satirical and sarcasm comedy. He brings humor that raises several social issues such as race, ethnicity, religion, politics, etc. Here are the examples of satirical comedy from Trevor Noah on his YouTube channel:

They think our politicians are stupid, maybe it is because of how they sound. Jacob Zuma is smart. Jacob Zuma was the head of intelligence for the ANC (African National Congress) during the struggle. Jacob Zuma started the chess team on./ Robben Island, a lot of people don't know that. He started the chess team, yeah. This is why he is so good with moving the cabinet around "yeah, Pravin like that", "because he is a horse", "check" (imitating Jacob playing chess).

Trevor Noah brings satirical comedy in his show which there is social criticism for things he considers strange or inappropriate. He uses creative choice of words in conveying his criticisms, creating a humorous atmosphere for the audiences.

This study will discuss the process of creating humor from pragmatic point of view, about how a humor that is conveyed to the audience can create

a funny expression. According to Wijana (2003:6), one of the forms of creating humorous discourse is through the creating of speech that does not comply with the pragmatic norms of language, which consists of the cooperative principles of Grice and the politeness principles of Leech. In speech process, speakers are often found who diverge from one or perhaps both of these principles. Deviations that are done are not only to violate existing conventions, but there are goals to be achieved by the speaker. In this case, the speaker's goal to be achieved in conveying his humor is to create a funny effect. In this study, the researcher discusses the violation of cooperative principles and politeness principles to create humor in an utterance. There are four maxims of Grice's Cooperative principle, specifically (1) maxim of quality (2) maxim of quantity (3) maxim of manner (4) maxim of relevance. These four maxims are part of Grice's cooperative principle which is useful for the communication process to occur properly.

This topic was chosen as a research study because the researcher is interested in the way Trevor Noah conveys social criticism wrapped in satirical humor and sarcasm. In addition, researcher is also curious if satirical humor is studied from a pragmatic perspective.

## **B. PROBLEM FORMULATION**

1. What kinds of violating maxim of cooperative principles are used in Stand-Up Comedy show by Trevor Noah?
2. What kinds of violating maxim of politeness principles are used in Stand-Up Comedy show by Trevor Noah?
3. What is the purpose of violating the cooperative and politeness principles in the Stand-Up Comedy show by Trevor Noah?

## **C. OBJECTIVES OF THE STUDY**

1. To explain violating maxims of cooperative principles are used in the Stand-Up Comedy by Trevor Noah
2. To explain violating maxims of politeness principles are used in the Stand-Up Comedy show by Trevor Noah
3. To explain the aims of violating maxim of cooperative and politeness principles used by Trevor Noah in his Stand-Up Comedy show

## **D. SCOPE OF THE STUDY**

This study concentrates on violating maxim in cooperative principles and politeness principles in the Stand-Up Comedy by Trevor Noah. In this research, the researcher uses a theory of cooperative principles by Grice and theory of politeness principles by Leech. Grice's theory divided cooperative principles into four maxims; quality maxim, quantity maxim, manner maxim, and relevance maxim. Combined with Grice's theory, Leech's theory divided politeness principles into six maxims; tact maxim,

generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.

## **E. REVIEW OF RELATED STUDY**

The researcher used several references as inspiration in conducting this study. The researcher has found several similar studies that used a pragmatic approach to conduct their research. Relevant studies are as follows:

First, a research by Puji Ningsih (2020) entitled “The Grice’s Maxim Analysis of Trevor Noah’s Stand-up Comedy Special Performance on 2013 Entitled ‘It’s My Culture’”. This study examines the maxim violations committed by Trevor Noah in his stand-up comedy and to find out the most frequent maxim violations, also to expose the reason for the violations. This study discover that Trevor Noah violates all type of cooperative maxims. The maxim that is often violated is quality maxim, the reason is to create humorous situation and to make the audience laugh. This study only examines the violation of cooperative principles by Trevor Noah, does not examine the violation of politeness principles which can carry out to create funny situation in his stand-up comedy.

Second, a research conducted by Zaid Najah Merzah (2021) entitled “A Pragmatic Study of Humor in Iraqi Facebook Comments”. This study discusses how Iraqis express humor in comments on Facebook and wants to find out if there is a cooperative principle in their comments. The data studied focus on humorous comments in political posts. From the research that has been done, it is found that the maxim of relevance and maxim of

manner is followed several times. While the principles that is least followed is maxim of quality. Meanwhile, flouting and violation of rules in comments depends on the commentator himself. Although this study does not analyze the violation of maxim of cooperation, this research has similarities with the research conducted, specifically both analyzing the expression of humor in a social media as a means of expressing opinions.

Third, the other research that is used as a reference in compiling this research is research from Eko Purwanti dan Hilmy Herbianto (2021) called “Politeness Principles Violation of ‘Mind Your Language’ Comedy Series: A Pragmatic Analysis”. This study discusses the types of violations of the politeness principles contained in the Mind Your Language comedy series, and the effect of these violations on the characters in the Mind Your Language comedy series. The results of this study show that there are 6 violations of politeness principles, namely tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. This study also stated that embarrassing and offensive statement were made with the aim of creating a humorous effect so that the audience were entertained. Based on the results of this study, it can be said that politeness principle violation can also be used in making comedy situation. Therefore, the researcher wants to examine the cooperative principles violation and politeness principle violation with other comedy object.

Fourth, the other reference is a research from Hameed Yahya A. Al-Zubeiry (2020) about “Violation of Grice’s Maxims and Humorous

Implicature in the Arabic Comedy Madrasat Al-Mushaghbeen". This research objective is to investigate the violation of Grice's maxims in the Arabic comedy Madraseet al-Mushaghbeen and describe how the humorous effect happened from the violation of the maxims. This study shows that things such as rhetorical strategy of overstatement and personification, violating the norms of communication, unsuitableness of conversation, and the use of misleading conventional code expressions, can lead to humorous situational in the maxim of violations. Also, background and cultural knowledge play a part in creating the humorous implicatures from the utterances. As a result, this study explains that humorous implicatures depends on the language and the speaker's community, it showed that the speaker's acts and/or expressions tend to be inappropriate with the behavior and the cultural concepts of the interlocutors. This research is used as reference because it is examined the violation of Grice's maxims in humor. However, this research has a different subject of study.

Fifth, Sefvrida Arniatika (2019) wrote "An Analysis of Violating Grice's Maxims and Politeness Maxims by the Characters in the Movie 'Mean Girls 2 (2011)'"'. This study examines the violation of Grice's maxim and politeness maxim in daily conversation by the characters in one of the American adolescent movies "Mean Girls 2 (2011)". This study explains the intention to violate Grice's maxim is because it considered please others, to avoid discussions, save faces, and communicate self-interest. In addition, different social statuses, different powers, situational arrangements and

kindship relationships are also the reasons behind the violation of maxims committed by someone. This research has similarities with the research conducted, specifically both using Grice's cooperative principles and Leech's politeness principles theory. However, this study examines a different subject of study, namely the everyday conversations used in the movie entitled *Mean Girls 2* (2011).

## **F. METHOD OF RESEARCH**

The research is a qualitative descriptive study that deals with violating maxims of cooperative principles and politeness principles in Stand-Up Comedy show by Trevor Noah by applying pragmatic approach to analyze it. The researcher chose qualitative study because the characteristics correspond to the objective of this study. The main characteristic of qualitative study is that researchers tend to collect data directly from the object being studied. Data is collected by actually talking directly and seeing the behavior of participants directly (Creswell & Creswell, 2018).

### **1. Data and Source of Data**

The research examines the violation of Grice's cooperative principles and Leech's politeness principles, in which the research data are taken from the utterances in the video of Stand-Up Comedy by Trevor Noah on YouTube. The utterances that will become the fundamental instrument are taken by means of self-analysis by the researcher. This research is a qualitative research, so data are collected



through examining documents, observing behavior, and interpreting it. Transcription of Trevor Noah speeches made to simplify the analysis process. The data are collected from several videos of Trevor Noah from the free video sharing platform YouTube, specifically from Trevor Noah YouTube channel.

## **2. Method of Collecting Data**

The process of collecting the data are using *Simak* (Uninvolved Conversation Observation Technique) based on Sudaryanto (1993:136, 140). *Simak* method will be used for the reason that the researcher collect the data by observing Trevor Noah's speech contain violating maxims of cooperative principles and politeness principles in Trevor Noah's Stand-up Comedy videos.

The observation technique to collect the data from the video is *simak bebas libat cakap* technique (Uninvolved Conversation Observation Technique) and note-taking technique. In the first technique, the researcher watch to the video, where the speech process carried out by the speaker, freely and not involved. The second technique is note-taking. Note-taking technique is done by transcribe all the data obtained from the *simak* method which has been carried out and put in into the data tabulation.

## **3. Method of Analyzing Data**

After collecting the data, data will be analyze using descriptive analyzing method that suit to the research. The data identified based on the

cooperative theory by Grice and politeness principles by Leech. The data will be elucidate based on the identification, after that the research her review the data through triangulation.

#### **4. Triangulation**

Findings and interpretations of the violation of cooperative principles and the violation of politeness principles in Trevor Noah's Stand-Up Comedy shows need to be checked for validity by using triangulation. According to Moeloeng (2006), triangulation is the process of checking the validity of data using another data, for checking, as a comparison against the data, so that the data is suitable for use as research data.

The researcher uses investigator triangulation in this research. Investigator triangulation is the process of checking the validity of using an expert in their field to check the accuracy of the data. The researcher gives the data or the findings to the triangulator, then the triangulator checks the analysis of the data. after being checked by the triangulator, the data can be considered valid by the researcher.