FLOUTED MAXIM AND VERBAL HUMOR IN THE TELEVISION SERIES THE BABY DADDY (A PRAGMATIC APPROACH)

THESIS Presented to University of Brawijaya In partial fulfillment of the requirements For the degree of *Master of Linguistics*



STUDY PROGRAM OF LINGUISTICS DEPARTMENT OF LANGUAGES AND LITERATURE FACULTY OF CULTURAL STUDIES MASTER PROGRAM UNIVERSITAS BRAWIJAYA M A L A N G 2018

FLOUTED MAXIM AND VERBAL HUMOR

IN THE TELEVISION SERIES THE BABY DADDY

(A PRAGMATIC RESEARCH APPROACH)

THESIS

Presented to

University of Brawijaya

In partial fulfillment of the requirements

For the degree of Master of Linguistics

BY ULFA QORINATAN NIMAH

NIM 126110100111007

STUDY PROGRAM OF LINGUISTICS

DEPARTMENT OF LANGUAGES AND LITERATURE

FACULTY OF CULTURAL STUDIES

MASTER PROGRAM

UNIVERSITAS BRAWIJAYA

MALANG

2018

APPROVAL SHEET THESIS FLOUTED MAXIM AND VERBAL HUMOR IN THE TELEVISION SERIES THE BABY DADDY (A PRAGMATIC APPROACH) BY **ULFA QORINATAN NIMAH** NIM 126110100111007 Approved by Commission of Supervisors Supervisor Co-Supervisor Dr. Nurul Chojimah Dr. Sugeng Hariyanto, S.Pd., M.Pd NIP.19690629 200901 2 001 NIP. 19680308 199203 1 003 Acknowledged by Dean of Faculty Cultural Studies EKHOLOG 4RSITAS Prof. Dr. Agus Suman, SE., DEA. NIP. 19600615 198701 1 001 ii

This is to certify that the *Master of Linguistics* thesis of Ulfa Qorinatan Nimah has been approved by the Board of Supervisors.

2 ANIN ANT

Malang, January 15, 2018 Supervisor

R 2

Dr. Nurul Chojimah NIP.19690629 200901 2 001

Malang, January 15, 2018 Co-Supervisor

Dr. Sugeng Hariyanto, S.Pd., M.Pd NIP. 19680308 199203 1 003

iii

This is to certify that the *Master of Linguistics* thesis of Ulfa Qorinatan Nimah has been approved by the Board of Examiners as one of the requirements for the degree of *Master of Linguistics*

Ika Nurhayani, Ph.D., NIP. 19750410 200501 2 002 Chair

Member

Dr. Esti Junining, M.Pd, N.P. 19720604 200212 2 001

Dr. Nurul Chojimah

NIP.19690629 200901 2 001

Dr. Sugeng Hariyanto, S.Pd., M.Pd 9680308 199203 1 003 Member

Member

Acknowledged by, Head of Master Linguistics Program

Ika Nurhayani, Ph.D. NIP. 19750410 200501 2 002 Sighted by, Head of department of Languages and Literature

Ismatul Khasanah, M.Ed., Ph.D. NIP: 19750518 200501 2 001

iv

DECLARATION OF AUTHORSHIP

Herewith I,

Name:	Ulfa Qorinatan Nimah
NIME	126110100111007
Address:	Jl. Ade Irma Suryani Gg. 3 No. 15, Malang

declare that:

- this thesis is the sole work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgment, the work of any other person.
- should it be later found that this thesis is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me.



CERTIFICATE OF ANTI-PLAGIARISM



ACKNOWLEDGEMENT

All praise is to Allah, The Exalted and Sovereign, for enabling me to undertake this work.

I would like to give immense gratitude and appreciation to Dr. Nurul Chojimah as the first advisor for this thesis writing, for priceless advice and input, and also her patience that have been given in guiding me to complete this thesis.

The expression of gratitude is also given to Dr. Sugeng Hariyanto., M.Pd as the second advisor for his thesis writing for the guidance and time for discussion about the topic that I was working on.

My thanks and appreciations also go to two distinguish examiners Ika Nurhayani, Ph.D. and Dr. Esti Junining, M.Pd for the time they dedicated for the discussion of this work.

In addition, I would like to dedicate this thesis to my whole family especially my mother who always give support. My sister and brothers to be my motivator to finish my study. I also give a lot of thank to all the administrative staff of the Faculty of Culture Studies of University of Brawijaya for the help and facilities.

Malang, January 2018

The writer

BRAWIJAYA

ABSTRACT

Qorinatan N, Ulfa. 2018. Flouted Maxim and Verbal Humor In The Television Series The Baby Daddy (A Pragmatic Approach)

Thesis, Master of Linguistics, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Dr. Nurul Chojimah, Co-Supervisor: Dr. Sugeng Hariyanto, S.Pd., M.Pd

Keywords: Humor, flouted maxim, pragmatic

This research analyzed the types of humor appeared in the situation comedy The Baby Daddy. It is conducted to find out the types of humor, which appear in situational comedy and define whether those humors flouted the Grice's Maxims as the standard conversational norms.

This research deals with a pragmatic approach. It is a descriptive study. The data are all the humor utterances, which are able to arouse laughter from the audiences that have significant relationship with the problem statement. From thirty two data available, all of them will be analyzed since they have the same characteristics with the types of humor. They are classified by using Audrieth's humor theory and further analyzed by the theory of maxims proposed by Grice. The last one is to find the relation between types of humor and flouted maxim and its purposes.

The result of this research reveals that there are seven types of humor which can be found in this episode. They are Banter, Blunder, Freudian slip, Exaggerism, Mistaken identity, Relapse and Repartee. Concerning with the maxims, it is found that the humors, which are used in every utterances flouted the maxims. The analysis of the maxims is conducted through the context of situation available in each data. The researcher also found that the flouted maxim is done by the characters in delivering the humor. There are also found relation between the flouted maxim and the type of humor in the way it is used by the character such as in form of mockery or brag.

The result of this research is expected to provide an additional view and information in the study of humor and its types for other researchers who are interested in the study of humor.

ABSTRAK

Qorinatan N, Ulfa. 2018. Flouted Maksim dan Verbal Humor dalam serial *The Baby Daddy* (Sebuah Pendekatan Pragmatis) Thesis, Program Magister Ilmu Linguistik, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (1) Dr. Nurul Chojimah (2) Dr. Sugeng Hariyanto, S.Pd., M.Pd

Kata kunci: Humor, Pelanggaran Maksim, Pragmatik

Penelitian ini mempelajari tentang tipe humor yang terdapat di komedi situasi *The Baby Daddy*. Hal tersebut dilakukan untuk mencari jenis humor yang terdapat dalam serial ini dan menentukkan apakah humor tersebut melanggar teori maksim menurut Grice yang dijadikan sebagai standar acuan dalam percakapan.

Penelitian ini menggunakan teori pragmatik dan dilakukan secara deskriptif kualitatif. Data yang digunakan adalah semua ucapan yang mengandung humor yang sesuai dengan rumusan masalah. Dari tiga puluh dua data yang ada, semua data tersebut akan di analisa karena memenuhi karateristik yang sama dengan teori humor menurut Audrieth, dan data tersebut kemudian akan dianalisa berdasarkan teori maksim menurut Grice. Kemudian akan dicari apakah adanya hubungan antara flouted maksim dengan tipe humor serta kegunaannya.

Menurut hasil dari penelitian ini, terdapat tujuh jenis humor yang ditemukan yaitu Banter, Blunder, Freudian slip, Exaggerism, Mistaken identity, Relapse and Repartee. Sedangkan untuk hal yang berhubungan dengan maksim, ditemukan bahwa ucapan yang mengandung humor apabila dihubungkan dengan konteks situasi yang ada maka akan terdapat flouted maksim. Hal ini dilakukan agar ucapan tersebut menjadi humor. Ditemukan pula adanya hubungan antara flouted maksim dan tipe humor yang digunakan oleh para karakter di serial ini, misalnya dalam bentuk ejekan maupun membanggakan diri sendiri.

Hasil dari penelitian ini diharapkan dapat memberikan tambahan pandangan dan informasi yang berhubungan dengan pembelajaran tentang humor dan jenisjenisnya kepada para peneliti lain yang tertarik untuk mempelajari humor secara lebih dalam.

TABLE OF CONTENT

i

ii

iii

iv

V

vi

TITLE PAGE

APPROVAL SHEET

SUPERVISORS' APPROVAL

EXAMINER'S APPROVAL

DECLARATION OF AUTHORSHIP

CERTIFICATE OF ANTI-PLAGIARISM

	ACKNOWLE ABSTRACT ABSTRAK TABLE OF C
	CHAPTER I 1 1 1 1 1
	CHAPTER II 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
	CHAPTER II 3 3 3 3 3 3
	3 3 CHAPTER IN 4

	vii
	viii
CF CONTENTS	ix x
CONTENTS	^
1.1 Research Background	1
1.2 Research Problem	5
1.3 Research Objective1.4 Research Benefit	5
1.4 Research Benefit	6
1.5 Definition of Key Terms	6
R II RELATED LITERATURE REVIEW 2.1 Definition of Pragmatics 2.2 Context	
2.1 Definition of Pragmatics	8
2.2 Context	9
 2.2 Context 2.3 Implicature 2.4 The Cooperative Principle 2.5 Theory of humor 	9
2.4 The Cooperative Principle	9
2.5 Theory of humor	12
2.6 The Non-observances of the Maxims	15
2.7 Maxim Flouting	17
2.8 Previous Studies	18
3.1 Research Design	20
3.2 Data Source	20
3.3 Technique of Collecting Data	21
3.4 Research Instrument	21
3.4.1 The parameter of humor by Audrieth	22
3.4.2 The parameter of flouted maxim by Grice's	
Cooperative Principle	23
3.4.3 The relation of humor type and flouted maxim.	23
3.5 Technique of Analyzing Data	23
3.6 Situation comedy the Baby Daddy	24
R IV FINDINGS AND DISCUSSION	
4.1 Findings	26
4.1.1 Types of Humor	
4.1.1.1 Banter	
4.1.1.2 Blunder	
4.1.1.3 Exaggerism 4.1.1.4 Freudian Slip	
4.1.1.5 Mistaken Identity	
4.1.1.6. Relapse	
T. I. I.O. I.CIAP35	00

		Types of Flouted Maxim4.1.2.1 Flouting the Maxim of Quantity4.1.2.2 Flouting the Maxim of Quality4.1.2.3 Flouting the Maxim of Manner4.1.2.4 Flouting the Maxim of RelationRelation between the types of humor andFlouted maxims	35 36 38 39 40 42 45
CHAPTER V	CONLU 5.1 5.2		48 49



CHAPTER 1

INTRODUCTION

This chapter discusses some points including research background, research problems, objective of the research, significance of the research, and definition of key term.

1.1 Research Background

Humor is a condition that involves amusement and funniness, it can be in forms of speech and action. The forms of humor can be found into other forms of human creations such as literature in books or a comedy in television. With its valuable contributions in several aspects, humor has become an interesting topic for many researcher to be analyzed thoroughly within different aspect as found in philosophy, linguistics, and pragmatics.

Humor differs from a common dialogue. The common dialogue is formed by a good process of communication. On the other hand, Raskin (1985: 16) states that humor may usually be formed by unreal process of communication. Humor is a violation of principles of communication suggested by pragmatic principles, both textually and interpersonally.

Grice's Cooperative principle basically deal with guidelines that humans should use if they want to have a successful conversation, although there are instances, where people do not obey these guidelines and still manage to get the intended meaning across (Levinson, 1983, 103).

According to Attardo (1994: 14) humorous conversations is created when there is one or more of Grice's maxims of Cooperative Principle violated. That is, speakers may violate the maxims of Cooperative Principle on purpose in the process of conversation in order to arouse the hearers' laughter.

However, in order to tell the meaning in a conversation, the speaker should follow certain rules of what Grice (1975) has called as Cooperative Principle (CP). The Cooperative principle consists of four maxims: quality, quantity, relation, and manner, which represents how people are anticipated to perform in a conversation, in general. In other words, the CP imposes certain rules on participants to adjust their speech in correspondence with the maxims.

According to Grice (1975;49) maxims can be infringed in several ways. First is when the speaker breaks a maxim, the recipient tries to look for the possible implicature that could be encoded in the utterance. If a participant fails to observe the maxims he may: violate the maxim, opt out from the operation of the maxim and the CP, be faced with clash of two maxims or flout the maxim

When someone flouts the maxim, he/she intentionally does not obey the maxim in order to make his/her listeners to know the real meaning behind what is said by employing implicature (Levinson, 1983). According to Paltridge (2006;65) a maxim is flouted when someone is not deliberately trying to deceive or mislead their interlocutors, but they are intentionally not observing the maxims, in order for the listener to understand another set of meaning. The flouting of a maxim can also be used for comic effect.

The flouting maxim of CP in communication can bring about humorous situations and sitcoms generally represent great material for humor analysis, because one of the main goals of this genre is to cause amusement and elicit laughter. In the situation comedy, most of the speaker uses the flouting maxim of the CP intentionally to create humor.

However, not all instances of humor, which are found in situation comedy, can be explained by this principles. Some humorous situation in situation comedy can be caused by extra-linguistic phenomena and make the pragmatic analysis impossible. Verbal conversation is one of the conditions for pragmatic analysis of humor. Second, even if there is an instance of humor in conversation, it is possible that it was caused by other linguistic features. Nonetheless, the CP is very important part of humor studies and they allow the researchers to cover wide range of humorous instances, including those found in situational comedies.

Humor can be found social interaction or in TV shows. The similarity between humor found in daily interaction and the one that is found in TV shows lies on the principle which creates humor itself. As suggested by Grice, jokes are non-cooperative (Attardo, 1994: 271). Taken into account, both humorous situations in daily interactions and in TV shows occur because non-cooperative interactions are found between the interlocutors. The conversations in TV show such as situation comedy is designed by the writer in order to create humorous situations. Even though the conversations in TV shows are designed, they still carry the principle which creates humorous situations.

There have been a few studies analysing verbal humour in other TV situation comedy. For example, (Yao Xiaosu; 2009) has conducted a research on the underlying mechanisms of humor found in the American situation comedy Friends from the theoretical perspective of the Cooperative Principle (CP). She tried to find out how far away the conversations in this situation comedy move from daily communication and whether the Cooperative Principle is enough to explain the mechanism of humor.

Attardo also (1998) has modified the General Theory of Verbal Humor (GTVH) (Attardo & Raskin 1991, a revision of the SSTH), to suit his purposes to analyse a humorous narrative (a situation comedy). His study also shows that there are indeed many ways to analyse verbal humour in popular culture.

The Baby Daddy series tells a story about Ben, a man in his twenties, who gets the surprise of his life when a one-night stand leaves his baby at his doorstep. Ben decides to raise his baby girl named Emma with the help of his brother, Danny, his two close friends, Riley and Tucker, and his mother Bonnie.

Baby Daddy is an American situation comedy created by Dan Berendsen that premiered on June 20, 2012 on ABC Family There are six seasons in total and produce 100 episodes. The final episode was aired on May 22, 2017. The situation comedy won the 2017 People's Choice Award for Favorite Cable TV Comedy. The comedy in *The Baby Daddy* is a situational comedy which tends to belong to situational humor, there are many kinds of humor that can be found in this comedy.

There have been a number of studies in linguistics that relate their topic to maxim floutation. One of them done by Nico Harared (2014). The study entitles *The Flouting of Cooperative Principle in the Situation Comedy Series The Big Bang Theory*. This research described types of the flouting of cooperative principle and pragmatic functions of the flouting of cooperative principle. It is also explained the factors influencing the flouting of cooperative principle in the situation comedy series *The Big Bang Theory*.

Related to the previous research done by Nico Harared, there are similarities with this research. Both researcher used comedy series as the source of the data analysis. The humour in verbal communication also discussed from pragmatic point of view in form of the flouted cooperative maxim. However this research tried to explore more on the type of humor according to Audrieth found in *The Baby Daddy* series, the flouted maxim of Grice's Cooperative principle and found the relation between the humor type and flouted maxim used by the character in the series. Meanwhile in Nico research, he focused more on the factor that caused the maxim to be flouted.

Based on the previous explanations, the researcher needed to conduct research further in regard with the relation between type of humor by Audrieth and flouted of Grice's conversational maxims found in *The Baby Daddy* series.

1.2 Research Problems

Derived from the research background, the researcher analyzes the humor in The Baby Daddy episodes by raising the following problems:

- 1. What are the types of humor used in the situation comedy *The Baby Daddy* based on the theory of humor by Audrieth?
- 2. What are the types of maxim flouted in the situation comedy *The Baby* Daddy?
- 3. What are the types of relation between humor types and the types of flouted maxim?

1.3 Research Objectives

In order to understand the humor in The Baby Daddy, the objectives are:

- a. To find types of humor expression use in the situation comedy *The Baby Daddy* based on the theory of humor by Anthony L. Audrieth.
- b. To find types of flouted maxim in the situation comedy The Baby Daddy.

c. To find the probable relation between humor types and the types of flouted maxim.

1.4 Research Benefit

Practical Benefit

This research expected to give the reader or the viewer of the series additional contribution about the implied meaning of the flouted maxim and types of verbal humor and their relation in the series of *Baby Daddy*.

Theoritical Benefit

This research expects to provide input to other researcher in their attempts of learning and developing the language communication principles concerning with Grice's maxims which are combined with the type of humor based on the theory of humor by Audrieth. It also expects to enrich the theory of cooperative principle in the sense that it can show the relation between type of humor and flouted of maxim.

1.5 Definition of Key Terms

To avoid misunderstanding and misinterpreting on the content of the study, the researcher defines the following terms.

a. Pragmatic : The study of languange related to the context of situation. In order to understand more about the real meaning behind the utterance.

b. Humor : Something funny or amusing that is able to create laughter.

- c. Flouting of Maxim : Maxim is flouted when a speaker purposelly do not obey the maxims in order to get their listeners to know the real meaning behind what is said by employs implicature.
- d. Situation Comedy : Television series in a form of comedy drama, that
 is made up of different episodes about the same
 group of characters.
- e. Pragmatic Approach : pragmatic approach involves using the pragmatics

principle in analyzing the data of the research.



CHAPTER II

RELATED LITERATURE REVIEW

This chapter presents some theories used as a basic requirement concerning with the discussion of this study. Since this research is about verbal humor expression in a comedy, it is compulsory to review the theories and references of pragmatics, and humor. From those references, the researcher will describe the meaning of the data.

2.1 Definition of Pragmatics

Traditionally pragmatics is defined as the study of language usage. Nowadays the term pragmatics is considered as a linguistic meaning study, which is related to context. According to Levinson, the study of language and its context that is essential to an account of language understanding is called pragmatic (1983; 21). Thus, context or situation plays an important role in pragmatics, instead of the language usage.

Pragmatic plays an important role. In order to understand any utterance, linguists must always be concerned with pragmatics. Since the context of situation and the context of culture in which it is delivered should be apprehended in every utterance. If both of the context are ignored, the interpretation can be very different from it is actually meant. Thus, pragmatics should be involved in understanding language expression.

From the explanation above, pragmatics is important because of the relation between the language itself and context of situation in order to understand an utterance.

2.2 Context

Therefore it is necessarry to know about the context of situation or the context of culture because in order to interpret or understand the meaning of an utterance, situation or context play as an important aspect. According to Leech (1983; 13), relevant aspects in context is the physical or social settings of an utterance. It is a knowledge background which is understood by the speaker and the hearer in order to understand an utterance.

Therefore, the contributions of context in spoken and written language are many. It functions to help the speaker and listener or writer and reader deliver and understand meaning of utterance.

2.3 Implicature

Besides the context, implicature is also important in pragmatics to understand the implied meaning behind the utterance. Implicature generated from the word "to imply". Implicature refers to the meaning suggested or implied in the utterance, instead of the meaning of what is said.

Grice in Levinson (1983) proposes that there are two types of implicature, i.e. conventional implicature and conversational implicature. The former reveals an implicit meaning, which can be generally or conventionally accepted by all people. On the other hand, the latter reveals implicit meaning which is just assumed by participants involved in the speech event.

Thus conversational implicature disclose an implied meaning that can be assumed only by participants that are involved in the speech event, or by ones who understand the context of the speech event.

2.4 The Cooperative Principle

One of principle in pragmatics is the Cooperative principle. This principle is required to account for pragmatic interpretations. It is needed for rhetoric, in the sense of a set of principles that are observed in the planning and interpretation of messages. Cooperative principle particularly welcomes to solve puzzles that arise in a truth-based approach to semantics. Grice in Brown and Yule presents in the following terms concerning the CP: The conversational contribution is required in enngaging a talk. It should be based on the purpose or direction of the talk exchange in which we are engaged and it should be meet (1983, p.31).

In short, Grice (1975) states there are some maxims that must be obeyed by the speech participants. Those maxims are quantity, quality, relation and manner.

1). Maxim of Quantity

Maxim of Quantity requires each participant to give a contribution as informative as required or not, to give the contribution more informative than require. The amount of information given by the speaker should be appropriate. In this maxim, the speaker must give sufficient information to maintain cooperative communication, no more or less than is required. The participants will fail in conducting conversation if the information is insufficient.

Exp. 01

Consumer : How much these coats cost?

Seller : Twenty dollars for the blue one, and eight dollars for the white one.

(Richardson, 1983, p.15)

From the example above they meet the demands maxim of quantity by giving the required information. The seller gives only the required information about the prices of the coats to the consumer. Maxim of quality requires each participant to say truly. The contribution of each participant should be based on adequate evidence. In this maxim, the main point is a matter dealing with truth. It expects the participants of conversation to give information that they believe is true. Therefore the statement must be supported with sufficient evidences. If the participants do not have any evidence, the conversation will not give any contribution since there is no information gained. Here is an example taken from the data:

Exp. 02

- Riley : Ooh, Ashley, the new girlfriend. Haven't really heard you talk too much about her. In fact, I haven't really heard you talk too much to me, lately, so, how's it going? Is she fun? Do you like her? Any juicy details?
- Danny : Remember when you said you weren't going to interfere with my love life?
- Riley : No.That doesn't sound like me, at all.

Danny and Riley are best friend since they were a little. However Danny starts to avoid Riley because he still upset that Riley knew he had feeling for her, but she keep it silent. He then dates Ashley to forget about Riley. He also stops talking to her because he feels awkward. Riley feels left out because Danny does not talk to her anymore. She flouts the maxim of quality by implying that she wants to know about Danny love life.

3). Maxim of Relation

Maxim of relevance requires each participant to give a relevant contribution with the conversation's problem. The term 'relevant' means that the statement given can contribute information about what is being presented to readers or listeners. To make it clear, this is an example:

Exp. 03

Ben : Mom? Were you on my computer last night?

Bonnie : Oh, yeah, honey. And you know what? You should really make a habit of erasing your history. You never know who's gonna be snooping around.
 Ben : That's excellent advice, hotbon79.

Bonnie gives suggestion to Ben that he should erase his history after using the internet. However she also forget to erase her own history after she uses it for online dating. Ben teases her by calling her nickname that she uses in online dating. Ben flouts the maxim of relation as he implies that she should not give him the advice if she also done the same thing as he does.

The phenomenon from the example above signals that the relevant contribution of speech participant does not always lie on the meaning of utterance, but it may lie on the thing implicated by the utterance.

4). Maxim of Manner

Maxim of manner requires the participant to avoid obscurity, avoid ambiguity, be brief and be orderly. It is a suggestion to language users to use clear and understandable expressions. The most important thing in this maxim, however, is the sub-maxim to be in the right order. Related to this maxim, here is an example from the data:

Exp. 04

- Sam : I've been commuting from my parents' house in Jersey. I could not spend one more night with my roommate. When the cat to person ratio passes five-to-one, I'm out. But, if I don't find a new place soon, I'm gonna have to quit and find a job closer to home.
- Ben : Quit? No, no, no, you can't quit! There's so much we haven't There's just so much we haven't.
- Sam : Unless you know of an amazing place for close to no money, I'm afraid I'm out of here.

Ben had a crush on Sam since they were in highschool, and now Sam works as a manager in his bar. When he heard that Sam is going to quit her job if she could not find a place to stay, he flouts the maxim of manner as he gives ambigous answer. He actually wanted to say that she should not quit because they have not the chance to date. Humor is the tendency of particular cognitive experiences to provoke laughter and provide amusement. Pragmatic theory of humor is stated based on the point that humor is actually a form of communication between the author (or one who utter the humor) and the hearer (who interprets the humor and responds by laughing). The humor and other kinds of communication is different since humor is created purposely to make the hearer laugh by deviating the ideal way of communication.

Humor has been studied by many for hundreds years. Since that time Plato and Aristotle are being cited across many researches. There have been categories repeatedly showing up by several authors and their theories.

Relief theory suggests that what makes people laugh is an occasional need to reduce or temporarily remove physiological tension. (Meyer, 2000:310) Laughter brings us an opportunity to release accumulated stress. Therefore, the scale of themes in relief theory involves mostly aggressive and sexual motives.

Chapman and Foot state that a conflict between what is expected and what actually occurs in the joke is defined as incongruity (1976;12). Jokes are humorous because they involve ideas that collide with our expectations. In many jokes, there is an obvious incongruity between the set-up and the punch line.

According to Audrieth (1998:5-19), Humor is explained as "the mental faculty of discovering, expressing, or appreciating the ludicrous or absurdly incongruous. Ludicrous is an adjective meaning amusing or laughable through obvious absurdity, incongruity, exaggeration, or eccentricity. He gives some types of humor, namely adviser, anecdotes, antonymism, aside, banter, blend word, biogram, blue humor, blunder, blunting, bonehead, boners, bon mot, bull, burlesque, caricature, the catch tale, chain, Confucian saying, conundrum, cumulative, double blunder, epigram, exaggerism, extended proverb, fool"s query, Freudian slip, gag, goldwynism, the hecklerism, hyperbole, irony, joke, the little Willie, malapropism, marshallism, mistaken identity, nonsenism, parkerism, parody, pendulum, the personifier, the practical joke, pun, recovery, the relapse, repartee, reversible, round, sarcasm, satire, situational humor, slanting, spoonerism, switching, tall tale, twist, wit, the typographical error, under statement, wellerism, wise crack, wit, and word play".

This research will concentrate on the theory by Audrieth. The researcher uses this theory because it is more suitable to be applied in this research. Since the incongruity, superiority and relief theory are more related to the phsycological point of view.

The researcher uses the types of humor that incorporate some participants that are connected in a conversation with certain context of situation. The utterance in a form of link of words with no participants and situation will be excluded. The types of humor which will be used are as follow:

1. Banter

Banter comes in a form of good-natured making fun back and forth; exchange of humorous remarks. (Audrieth;1998: 6).

2. Blunder

Blunder is a humor derived from a person who makes a mistake, which in turn makes them look foolish (Audrieth 1998: 7). Blunder has different types. It could be based on people whose identities are mistaken and get their punch from the failure to observe distinctions between people due to surrounding circumstances.

3. Exaggerism:

An exaggerated humorous utterance that overstates the features, defects, or the strangeness of someone or something (Audrieth, 1998: 11).

4. Freudian Slip

Audrieth defines the Freudian slip as a funny statement that seems to just come out, but which actually comes from the person's subconscious thoughts (1998: 12).

5. Mistaken Identity

Mistaken identity is the standard term for the comic confusion of one person with another, or one thing with another, due to similarities, common characteristics, or suggestive circumstances (Audrieth,1998: 14).

6. Relapse

The comic relapse is the counterpart of the comic recovery. A person does something cunning or says something clever but discovers that it is really a blunder (Audrieth, 1998: 16).

7. Repartee

Repartee includes clever respond and retorts. (Audrieth,1998: 16). The most common form is the insult.

2.6 The Non-observances of the Maxims

The non-observance of the maxims is of interest while studying meaning that is not conveyed on a direct level. Grice (1975:49) suggested that conversation is based on a shared principle of cooperation. This principle was in form of a series of maxims. However, there are many instances, where the maxims are failed to be observed by people, for example, they are lacking the ability to speaking clearly or because they are intentionally choose to lie. Maxim may go unfulfill in the following ways:

- Someone may violate a maxim (i.e., "quietly and unostentatiously" fail to fulfill it).
- 2. Someone may opt out of the maxim or the entire CP.
- 3. Someone may be faced with a clash of maxims.
- 4. Someone may flout a maxim (i.e., "blatantly fail to fulfill it.")

A maxim flouted by someone in order to convey (implicate) something one has not said, it means that he/she exploits the maxim. It is the usual characteristic for the flouted maxim in order to set up a conversational implicature.

Furthermore, Grice in Thomas mentions that there are five techniques of failing to observe a maxim, they are:

1) Flouting a maxim

A maxim flouted when a speaker consciously fails to notice at the level of what is said, with the purposeful intention of generating an implicature (Thomas, 1995: 65). The speaker assumes that the listener knows the deeper meaning of the speaker's utterance and will understand the implicature created by the speaker.

2) Violating a maxim

A speaker violates a maxim when he/she quietly and unostentatiously wanted to mislead (1995: 72). In violating the maxim, the speaker intentionally wants to mislead the listener.

3) Infringing a maxim

It happens when a speaker has no intention of misleading and generating an implicature, fails to observe a maxim. The speaker has a lack of ability to convey the intended utterance (Thomas, 1995: 74).

4) Opting out a maxim

The Speaker shows the reluctance to cooperate according to the requirement of maxim. The speaker deliberately implicates the truth in order to obey the rules or ethic codes (Thomas, 1995:74).

5) Suspending a maxim

The cultural code is required to hide the truth(Thomas, 1995:75). This non-observance of maxims is rarely occurred.

2.7 Maxim flouting

People do not always obey the four maxims as they communicate. The speaker of a conversation is free to choose whether they will follow the Cooperative Principle or not. Flouting is different from violating the maxims. According to Finch (2000: 160), violating maxim involves some elements of communication failure, whereas flouting is readily understood rather than real violation. Violating maxim is unintentionally done by the speakers, whereas flouting maxim is done by the speakers on purpose to make the hearers understand the meaning behind the flouted maxims.

In other words, maxim flouting happens when the speakers have no intention to follow the maxims but expect the hearers to appreciate the meaning implied. All the four maxims of Cooperative Principle may also be flouted. Thus, there will be a reason behind the maxim flouting which is done by the speaker of a conversation and the speaker himself or herself has already had a belief in their mind that the hearer will understand the implicature of his or her flouting. Cutting (2002: 37-39) explains the maxim flouting as follow:

1) Maxim of Quantity Flouting

The maxim of quantity is flouted when he/she gives information less or more than it is needed.

2) Maxim of Quality Flouting

The flouted maxim of quality happens when a speaker deliberately says something that is untrue or for which the speaker has inadequate evidence. An implicature is generated when the speaker deliberately says something that is false. The speaker is not trying to deceive the recipient in any way, which leads the listener to look for another set of meanings of the utterance (Thomas 1995:67).

3) Maxim of Relation Flouting

The flouted maxim of relation occurs when a speaker is giving a response or making an observation that is deliberately not relevant to the topic that is being discussed. The maxim of relation is flouted when the hearer changes the subject or fails to keep to the topic (Thomas 1995:70).

4) Maxim of Manner Flouting

It occurs when a speaker gives ambiguous response. It means that there is more than one meaning in the conversation.

2.8 Previous Study

A previous study of verbally expressed humor was done by Ainomaija Paakkinen in 2010 with the title *Verbally Expressed Humour in the American Television Series Gilmore Girls*. Her thesis discussed verbally expressed humour in the American television series Gilmore Girls. She found of how verbally expressed humour is constructed. Then the verbally expressed humor is used for both character setting and illustrating relationships between characters are explored. It is also explores how H. Paul Grice's conversational maxims are flouted for humoristic purposes.

Meanwhile Nico Harared (2014) also did a research with the titled *The Flouting of Cooperative Principle in the Situation Comedy Series the Big Bang Theory.* His research focused on the types of the flouting of cooperative principle, describe pragmatic functions of the flouted maxim and explain the factors that influencing the flouted maxim of cooperative principle.

However, there are differences between this research the previous study. Since this research tries to find the humor types in every utterance expressed by the characters in the sitcom The Baby Daddy that contains verbal humor based on the theory by Audrieth. This research also analyzed humorous utterance that is influenced by the context of situation. Therefore, to explain the humor side from the pragmatics view, the researcher uses the theory of Grice's Maxims. It is also to find the relation between the type of humor and the flouted maxim.



CHAPTER III

RESEARCH METHOD

This chapter contains the research design, data source, technique of collecting the data, technique of analyzing the data, research instrument and technique of analyzing the data.

3.1 Research Design

This study employs descriptive qualitative research. According to Bogdan and Taylor cited by Lexy J. Moleong, "Qualitative method is a research procedure that obtains the descriptive data in forms of written or spoken from the people and their behavior which is being observed" (Moleong, 2010, p.4). The technique of the data analysis uses descriptive technique procedures where the researcher interprets the text and content analysis.

The researcher in this research classified the type of humor, the kinds of maxim flouted and the probable relation between humor type and flouting of maxim. Thus, the researcher collected the data, analyzed them and drew conclusion about the type of humor based on Audrieth theory and based on Grice's cooperative principle. Then the researcher found the relation between humor type and flouted maxim.

3.2 Data Source

This research concerns about the types of humor in the utterances spoken by the characters in the series and it's relation to Grice's maxims. It means that the data of this research are all humor utterances which appear during the series that can be classified into the types of verbal humor based on the theory of humor by Audrieth, and also the context which can be analyzed with the theory of maxims by Grice. In this research, the data source is the situational comedy script of *The Baby* Daddy, written by Dan Berendsen.

The data of the research are humorous utterances which employ humor with the same characteristic type of humor classified by Audrieth. The humorous utterances also flouted the maxim by Grice. There were eight series to be analyzed as well as the samples because they were enough to represent the type of humor and flouted maxims.

3.3 Technique of Collecting Data

The technique of collecting the data employs in this research is as follows:

- 1. Downloaded the movie from http://123moviesfreez.com
- 2. Replayed the downloaded sitcom at least three times in computer.
- 3. Downloaded the script of the episode from http://www.springfieldspringfield.co.uk
- 4. Selected the data from dialogues, which employ the verbal humor. First in order to understand to conversation more closely, the writer watched the situation comedy and highlited the humorous utterances in the script which consist flouted maxim of cooperative. The writer also highlited the humorous utterance based on the types of humor by Audrieth.
- Read the dialogue list carefully to determine whether the dialogue is humorous or not. The researcher put away the humorous dialogues whose interpretation depends too much on the visual image.

3.4 Research Instrument

In content analysis, the researcher herself is basically the instrument because to collect the data, get the sources, and analyze the data depends on the researcher. As Lexy stated (2000;106) that the researcher plays an important

role in the qualitative research, because the overall sources and data of study indeed depend on the researcher. Thus, the status of the researcher is complicated enough. Since the researcher is also the planner, data collector, analyst, data interpreter. However, in order to validate the data analysis, the researcher also consulted the analyzed data with thesis supervisors.

The researcher needed some other instrument used in this research. The following instruments are the parameters that is used to help the researcher to analyzed the data.

3.4.1 The parameter of humor by Audrieth

The data of this research are humorous utterances taken from the script. The researcher chose the humorous utterance and then classified according to its type by using the parameter of humor by Audrieth. It is done to determine which utterance belong to which type. For example if the humor is in form of mockery or tease, then the utterance will belong to banter. This analysis also applied for the rest of the data. The type of humor classification can be seen in the table 1.

1.	Banter	a form of good-natured make fun of back and
2	Dlunder	forth; exchange of humorous remarks
2.	Blunder	a humor based on a person who makes a mistake, which in turn makes them look foolish
3.	Exaggerism	An exaggerated humor that overstates the features, defects, or the strangeness of someone or something
4.	Freudian Slip	a funny statement that seems just come out, but which actually comes from the person's subconscious thoughts
5.	Mistaken Identity	confusion of one person with another, or one thing with another, due to similarities, common characteristics, or suggestive circumstances that creates humor
6.	Relapse	the counterpart of the comic recovery. A person does something cunning or says something clever but discovers that it is really a blunder.
7.	Repartee	clever replies and retorts

Table 1	Parameter	Type	of	humo
	i arameter	Type	UI.	nunio

3.4.2 The parameter of flouted maxim by Grice's Cooperative Principle

The humorous utterances also classified by using the parameter of Grice's Cooperative Principle. The researcher analyzed the data to determine what type of maxim flouted to create humorous effect in the situation comedy. If the character gives untrue information but generate implicature, it will flout the maxim of quality. This analysis also applied for the rest of the data. The type of humor classification can be seen in the table 2.

1.	Quality	Untrue information given by the speaker, an implicature is generated when the speaker deliberately says something that is false
2.	Quantity	Extra or less information given by the speaker to imply something more in their utterance
3.	Relation	Irrelevant contribution deliberately given by the speaker but actually related to the topic of conversation by generating implicature
4.	Manner	a speaker purposely fails to observe the maxim by not being brief, using ambigouos language and not being orderly but implying something in their utterance

3.4.3 The Relation of Humor Type and Flouted Maxim

The researcher classified the type of humor and type of flouted maxim in order to see the probable relation between them. The character might used them to achieve different purposes in conversation. Thus the researcher analyzed it based on its use in the conversation related with the context of situation. For example, if the character uses banter to flout the maxim of relation, the relation will come in a form of teasing or mockery.

3.5 Technique Of Analyzing Data

The collected data are analyzed by using theory of humor by Audrieth. The pragmatic approach used in this research is based on Grice's cooperative principle. This procedure intends to find out the characteristic of the data adapted to the research objectives. The data were classified and analyzed by applying the procedures below.

- 1. Selected humorous utterances from the script.
- Categorized humors into their types based on Audrieth's specification as the parameter.
- Analyzed the form of the humor used Grice's Cooperative Principle as the parameter.
- 4. Analyzed the relation between the humor type and the flouted maxim.
- 5. Discussed the result of analysis in finding and discussion.
- 6. Drew conclusion.

3.6 Situation Comedy the Baby Daddy

This serial tells about Ben Wheeler who is suddenly a father when his baby daughter Emma is left at his doorstep. He gets the help from his mother Bonnie, his older brother Danny, and his two best friends Tucker and Riley, Ben works to turn his life around in order to provide for his daughter

Some funny events come with them. Here are the details of the characters:

- 1. Benjamin Bon Jovi "Ben" Wheeler is the lead character of the series. He and his brother Danny own a bar in New York City.
- Tucker Thurgood Marshall Dobbs is Ben's best friend and roommate. He works as an assistant producer in television program called The Marry Hart Show.
- 3. Danny Wheeler is Ben's older brother. He is a professional hockey player.
- 4. Bonnie Wheeler is Ben and Danny's mother.

- 5. Riley Perrin is Danny's best friend since they were little and also Ben's close female friend. She had a crush on Ben since they were little.
- Emma Wheeler is Ben's daughter. She was left on his doorstep by her mother Angela.



CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the finding and discussion of the research. The analysis is carried out in three steps. First, the data are classified and interpreted based on the types of humor expressions used by the character according to theory by Audrieth. Second, the data are interpreted and classified according to the maxim that is flouted and the last one is finding the relation between the flouted maxim and type of humor.

4.1 Findings

Humorous utterances are analyzed to answer the first problem of the study. This research only analyzes those who have the same characteristics with Audrieth's theory. Then all the utterances analayzed with Grice's Cooperative Principle. The third one is to find the relation between type of humor and theory of maxims by Grice.

4.1.1 Types of Humor

There are 7 types of humor used in this research. They are Banter, Blunder, Freudian Slip, Exaggerism, Mistaken Identity, Relapse and Repartee. The researcher only uses the types of humor that involve some participants who are connected in a conversation with certain context of situation.

4.1.1.1 Banter

Banter is good-natured teasing back and forth; exchange of humorous comment. This happens a lot when two people are on the same mutual understanding. Here are some data taken from the analysis.

Data 1		Banter	Relation
Ben	: And we are officially out of her		
Tucker	: Ladies of New York, get ready for the return of the benjinator and the tuckatron.		
Bonnie	: Oh, do you hear that? T women rolling their eyes.	hat's the sound	of two million
Ben	: Do not underestimate us. Alc we're a force to be reckoned wi	•	re, but together,
Bonnie	: Yeah. So are the girl scouts.		

Tucker and Ben are going out to a club. Meanwhile Bonnie stays at their apartment and helps Ben to baby sit Emma. Banter occurs when Ben thinks that he and Tucker are very attractive and lots of women will find them as irresistable duo. Bonnie thinks that they are way too confidence. So Ben emphasizes that they have a force to reckon with in dealing with girls. However Bonnie thinks that they are being exageratte. She flouts the maxim of relation as her answer seems unrelated with Ben's utterance. She mocks them by saying that woman will roll their eyes if they hear what they are saying and then she also compares their force with the Girl Scout force. Here Bonnie implicitly says that they are not that great.

Data 2	Banter Relation		
Bonnie	: Oh God, oh God. Brad wants me to have a baby.		
Riley	: Does he know how old you are? I mean, he can pump the well all he wants, but he's only gonna get sand.		
Bonnie Riley	: Emma, close your eyes. : Oww, oww!		

Bonnie just married to Brad who is way younger than her. However Bonnie lies to him about her age. She always said that she is 32 years old, but the truth is she is 42 years old. So when Bonnie tells Riley that Brad wanted to have a baby with her, Bonnie starts to freak out and tells Riley about it. Riley's utterance flouts the maxim of relation. Riley who knows the truth about Bonnie's real age mocks her by implying that she is already too old and it is impossible for her to be able to

pregnant.

Data 3	Banter	Relation
Ben : So what do you think, Emma? Sh Maybe help him out with the ladies?	ould daddy grow h	imself a beard?
Tucker: I think he'd have a better shot if night playing baby spa. How long ha		
night playing baby spa. How long ha	as it been since you'	ve had a date?

Ben : Long. Too long.

Since Ben takes care of Emma, he does not have time to meet a girl or goes on a date. He really wants to start to date again. Tucker feels sorry for him and he then gives Ben suggestion if he wants to start to date again. Tucker flouted maxim of relation by impliving that Ben should go out more to meet girls and make himself look attractive.

Data 4	Banter	Relation		
Riley : Justin, he's scheduled for surgery, but, pfft, I'll just have him move it. Yeah, my boyfriend's a doctor.				
Danny : Cool.				
Riley : I'll let you know.	6	//		
Tucker: Hey, um, Riley? Do you think, r	maybe, you can a	sk your doctor		
boyfriend to examine your head?	You know, unles	s crazy doesn't		
show up on x-rays.		//		
Riley : Tucker, this is totally working. I m	ean, Danny is fina	lly talking to me		
again the way he used to.	R			

Riley creates a fake boyfriend named Justin in order to fix the awkward situation with Danny. However, Tucker who knows about the truth feels that she has done it a little bit too far. Tucker violates maxim of relation by implicitly mocks Riley. He thinks that her imagination about his fake boyfriend is a little bit too much.

4.1.1.2 Blunder

Blunder is humor based on a person who makes a mistake, which makes them look foolish.

Data 5	Blunder	Quantity
Riley : Danny, for the last time, I'm fine. Why wouldn't you think I'm fine? I'm fine!		
Danny : Riley, I've known you my entire life. And whenever you get upset, you stress-eat.		
Riley : Well, obviously, you don't know me at all because this is stress- baking.		
iley : You know? And there's a big difference 'Cause in the past, I mean, I would have eaten all of these, but now I just take a bite of each one.		

Riley, Danny and Ben are childhood friends. Riley used to be a fat girl. She had feeling for Ben since they were kid. After they finally dating, they were broke up because Riley thinks that Ben still has some feeling for Angela. Angela is the mother of Ben's daughter. Riley tries to deny that she is actually stress-eat. She does not want to admit it by saying "I just take a bite of each one". However she bakes a lot of muffin, she refuses to admit that she is actually stress-eat and ate lots of muffin. She flouts the maxim of quantity by giving more information to

Danny.		A P	
Data 6		Blunder	Quantity
Riley Bonnie	: And for age, you said that you : You listen up, little miss, forever. Yeah, you heard m high.This is how online dating It's like the weight on your suggestion.	you ain't gonna e. Enjoy those wl g works, okay? Eve	hile they're up erybody lies.

Bonnie joins online dating and uses Ben's computer to acess the website. She lies about her status, age and almost everything that she writes in her online dating profile. When Riley teases her about it, she tries to cover up her lies by saying that it is very common to lie about identity in online dating. Obviously that is her way to defend herself that she has done something cunning. Bonnie flouts maxim of quantity.

4.1.1.3 Exaggerism

Exaggerism is humorous representation of something in an excessive manner that overstates the features, defects, or the strangeness of someone or something.

Data 7	Exaggerism	Relation
Tucker : Look, yesterday, I was walking down Tucker : Mary came out of her dressing room, Ben : What'd she say? Tucker : Nothing. She just kept walking to set. Tucker : But the point is she stopped. Dude	stopped, looked str	

Tucker works as an assistant producer in a television program called The Mary Hart Show. Mary as the host of the show always ignores his hardwork. Tucker tries to get Mary's attention so that he can be promoted to be a producer. Exaggerism is used by Tucker to boast. He also flouts the maxim of relation. He thinks that he has done something amazing by praising himself as Mary-stopper.

Data 8		Exaggerism	Relation
Tucker Bonnie	: Wait, why am I buying you lunc : Are you kidding me? After dinner and a purse.		ould buy me

Bonnie feels really happy to hear the news that Danny is invited to be the guest in The Mary Hart Show. She then kissed Tucker without being realized. After the kissing accident between Bonnie and Tucker, Bonnie thinks that Tucker is really lucky to be kissed by her. Bonnie flouts the maxim of relation. Her utterance implies that only a lucky man will get her kiss. She always consider herself as tall, attractive and hot blonde woman.

Data 9	Exaggerism	Quantity
Ben : And we are officially out of here. Tucker : Ladies of New York, get ready for th tuckatron.	e return of the ben	njinator and the
Bonnie: Oh. do you hear that? That's the sound of two million women rolling their		

Bonnie : Oh, do you hear that? That's the sound of two million women rolling their eyes.

Ben and Tucker are going out to a club. Bonnie helps them to baby sits Emma at their apartment. Tucker's utterance **"Ladies of New York, get ready for the return of the benjinator and the tuckatron"** is over exaggerate. He thinks that all the girls will be attracted to them. He compares their ability to attract women to superhero, in this case Terminator becomes Benjinator and Megatron becomes Tuckatron. He flout the maxim of quantity as he gives extra information about their charm.

4.1.1.4 Freudian Slip

Freudian Slip is a funny statement which seems to just pop out, but which actually comes from the person's subconscious thoughts.

Data 10	Freudian Slip Relation	
Marry	: But who's the tall glass of wow?	
Danny	: Danny Wheeler, professional hockey player filled with fascinating stories about my life on the ice.	
Marry	: Well, as long as you keep them to yourself, we should be	
	just fine.	

Mary is the host for The Mary Hart Show. Marry seems interested to know who is the guest when she saw Danny. However when Danny introduces himself and mentions about hockey. She becomes uninterested and implying that she doesn't want to know or interested in hockey. So as long as Danny does not talk about it, she will be happy. Marry flouts relation maxim.

Data 11	Freudian Slip	Relation
Ben : All right. Here you go. A perfect omel Riley : Just get all that Aw! You got all the sh Tucker : It's amazing. You know, Danny mo still being eaten by people who aren	nells out this time. ves to Paris, and a	

Danny, Tucker and Ben live in the same apartment. Danny went to Paris with his girlfriend. Meanwhile Ben and Riley just start to date. Riley feels flattered when Ben made omellete for her. However Tucker feels annoyed and he flouts the maxim of relation as he implicitly says that both Danny and Ben often took his food in the fridge without his permission. He wants Ben to realize his mistake by giving extra comment related with the situation.

4.1.1.5 Mistaken Identity

Mistaken identity is the standard term for the comic confusion of one person with another, or one thing with another, due to similarities, common characteristics, or suggestive circumstances.

Data 12	Mistaken Identity	Quality
Danny : Really? Riley : Really.	am done with Ben Wheeler. one looks like him.	

Riley and Ben broke up their relationship. So she bakes a lot of muffin in order to forget about him. She called it as stress baking.. When she saw one of the muffin that she baked, it reminded her to Ben's face. She mistakenly sees Ben face in one of the muffin. In this case Riley obviously still can't get over her break up with Ben. She flouts the maxim of quality because she thinks the muffin looks like Ben.

Data 13		Mistaken Identity	Quality
Ben Bonnie	: Is this your online dating p : Yes.Yes, it is.And there nothing to hide.		named of. I have
Ben Bonnie	: It says you're a widow. : Yeah, well, your father's i	kind of dead to me.	

Bonnie and her husband were divorced because his husband turned out to be a gay. He cheated on her with another man. Bonnie does not want to admit that she is actually divorced and she is not a widow in her online dating profile. Her utterance flouts quality maxim as she implicitly considers her ex husband as a dead person because she feels betrayed.

4.1.1.6 Relapse

Relapse is the counterpart of the comic recovery. A person does something cunning or says something clever but discovers that it is really a blunder.

Data 14 Relapse	Manner
Riley : It has been 36 hours and not one call. Riley : I mean, why hasn't he called, Danny? Why?	
Danny : Maybe it's because you told him not to.	//
Riley : Um, I'm a woman. I didn't mean it.	

Riley said to Ben to stop calling her after their break up. However Riley's utterance "**Um**, **I'm** a woman. I didn't mean it" belong to Relapse. She tries to say that what she said is not literally what she meant. She tries to say that most woman will say something that is opposite of the literal meaning. Riley flouts maxim of manner. She actually wanted Ben to call her despite of what she has said to him.

Data 15	Relapse	Manner
Danny : Actually, I think she's ready to move o Ben : Move on? As in "Ben" voyage? "Ber		

Ben has been wondering on how Riley's feeling after the break up. So he asks Danny about her condition. Danny says that Riley has moved. Ben feels suprise to hear that Riley has moved on. He then gives ambigous answer by creating new terms **"Ben" voyage? "Ben" there done that?** to express his disbelief. Ben flouts the maxim of manner as he gives ambiguous terms.

Data 16		Relapse	Quantity
Sam : Are you sure this isn't gonna be weird? Ben : No, not weird at all. In fact, it allows me to prove that I'm past the crazy idea that there was something between us.			
Sam	Sam : There was never anything between us.		
Ben : Perfect. Then we're on the same page.			

Ben has feeling for Sam since they were in highschool. However Sam is not interested to Ben. When Sam needed a place to stay, Ben offers her to stay at his apartment because Danny has moved in with Riley. The real reason Ben wants Sam to stay in his apartment, it is because he wants to make Sam attracted to him. However he pretends that he does not interested in her by flouting the maxim of quantity. His utterance is actually an excuse to check whether Sam is attracted to him or not by bringing out the dating topic. When Sam answers that she is not attracted, Ben tries to cover up his embarasement by agreeing to what she said.

4.1.1.7 Repartee

Repartee includes clever replies and retorts. The most common form is the insult.

Data 17	Repartee	Quality

Tucker : Mary wants to meet for lunch, which can only mean one of two things: She wants to fire me or sleep with me. Bonnie : Trust me, it's fire you.

Tucker is a producer for the show called "The Mary Hart Show". Mary as the host of the show often mistreated him. So when Mary wants to meet him for lunch, Tucker worries either he will be fired or Mary wanted to sleep with him. Bonnie then replies that he will be fired by Mary because she thinks that it is impossible that Mary wants to sleep with Tucker. Bonnie implies that Tucker is not attractive enough to make Mary wants to sleep with him. Bonnie flouts maxim of quality as she just assumes of what is in her minds.

Data 18	Repartee	Relation
Bonnie : Yeah, I couldn't get the security a manager and he's gay. Tucker : Is he gay? Or is he just not attracte		ey have a new

Bonnie makes an agreement with Tucker, if she able to get the security tapes that recorded when Riley got mugged, he will let Bonnie air her video featuring Emma so that she can be famous and get a lot of money. However she could not get the tape because she failed to flirt with the manager of the security company whose turned out to be gay. Tucker needs the tape to save his job because Mary's interview with Riley was not doing well. So he wants to play the security tape to boost the ratings of the show. Tucker who feels upset then mocks Bonnie's failure by implying that the security manager could be not gay but he is just not attracted to Bonnie. He flouts maxim of relation.

4.1.2 Types of Flouted Maxim

This research used Grice's Cooperative principle. There are 4 types of cooperative maxim that is flouted in this research. They are Quantity, Quality, Manner and Relation. The researcher analyzed the flouting of maxim connected with certain context of situation.

4.1.2.1 Flouting The Maxim of Quantity

Maxim of quantity demands the speakers to give the right amount of information. Humor arises if the speakers give more or less information than expected.

Data 19 Relapse		Quantity	
Bonnie : Yea Riley : Wh Bonnie : We then He w lunc	ands like your honeymoon was ah. Sort of. I want a divorce. at? You just got married! You a II, of course Brad was happy. on the plane on the way ho vas coming home with me. I I h, still there. Dinner, bed, my e! And he's just completely si	nd Brad seem so ha . He was with me! me, I realized son had breakfast, he v 2:00 A.M. tinkle tir	appy together. But, you know, nething terrible: was there. I had

Riley works as a lawyer and Bonnie visited her at her office. Bonnie and Brad just

got marry and came back from their honeymoon. When Riley asks her about the honeymoon, Bonnie starts to freak out and give ridicilous reasons. She flouts quantity maxim as she blames Brad. Her extra information implies that she feels restricted with all of the affection and having Brad around her all day everyday.

Data 2	20	Relapse	Quantity
Ben	: And we're back. Anyone wanna ask reunion? Anyone?	what happened a	at Riley's family
Riley	: Oh my God, why would they need that they can guess what happened Well, it was extra hot and steamy anything else.	d.You know, my f	amily re-uned.

Ben and Riley just get back together from Florida. They keep a secret from everybody that they date again. Ben who is actually wanted to tell everybody about his relationship with Riley started to make a tricky question. Riley who is afraid that somebody will ask then gives extra information to Ben's question. She tries to cover up the truth by implying that is just a regular family meeting and nothing has happened between them.

Data 21		Relapse	Quantity
Bonnie	:Really, Ben? You want the tru tube of wrapping paper.	th? Okay. You neve	er sold one
Bonnie	: Your lemonade stand sucked. And when you finally graduated from junior high, it wasn't because you were good at math. It was because I was good at flirting.		

Bonnie tries to explain the reason why she bought all of Danny's jersey to Ben. Ben thinks that danny is an adult and has the right to know the truth about his jersey. Bonnie flouts the maxim of quantity as she praises herself and give more information more than is needed. She thinks that she is the reason why Ben able to graduated from junior high. It wasn't because Ben is clever. It was because Bonnie is good at flirting with Ben's teacher and convince him to give Ben good marks.

Data 22		Relapse	Quantity
Danny	: Hey, hey, guys, do I need to sold out in two days? I think it's more than I need her.		
Bonnie	: But what if she didn't?		

Danny feels confident that he is famous. Since he is invited to "The Mary Hart Show" and all of the jersey with his name are sold out. However, Bonnie is the one who actually bought all of Danny's jersey to save his career as hockey player. She is also the one who begged Tucker as the producer of "The Mary Heart Show" to invite Danny as a guest. Bonnie who knows the real reason implies that Mary is actually not interested to have Danny as a guest on her show. She is afraid that Danny will know what she did. She flouts the maxim of quantity as she does not explain furthermore the reason to Danny.

4.1.2.2 Flouting The Maxim of Quality

Maxim of quality demands the speaker to say the truth. In comedy, the character

floutes maxim of quality by implying untrue information.

Data 23	Relapse	Quality
 Riley : Ooh, Ashley, the new girlfriend. Have about her. In fact, I haven't really hea so, how's it going? Is she fun? Do you Danny : Remember when you said you were life? Riley : No.That doesn't sound like me, at a source of the source	rd you talk too muc like her? Any juicy c en't going to interfe	ch to me, lately, letails?

Danny and Riley are best friend since they were a little. However Danny starts to avoid Riley because he still upset that Riley knew he had feeling for her, but she keep it silent. He then dates Ashley to forget about Riley. He also stops talking to her because he feels awkward. Riley feels left out because Danny does not talk to her anymore. She flouts the maxim of quality by implying that she wants to know about Danny love life.

Data 24	Relapse	Quality
Luis : This is it. My baby. We have the exclusive rights to all 347 units. Studios starting at one million dollars.		
Bonnie : For a studio? Mm-hmm.That's insane, if buyers aren't lining up.		
Luis : That is why I have you.		

Bonnie has just started to work at the real estate office. Luis is her bos.He wants her to be able to sell the apartment unit that just launch. When she knows about the price for each unit she thinks that it is too expensive. Her utterance "**that's insane**" actually refers to the expensive price. However she immediately correcting it by saying "**if buyers aren't lining up**" is actually to cover her disbelief that the price is too expensive because she wants to impress Luis. She flouts the maxim of quality as she does not tell Luis her real thought about the

price.

Data 25	Relapse	Quality
Ben : What are you doing? Tucker: Oh. Just making some signature Tucktini. The Tuckarita. And the Long Island happens to be my rap name. Thank god I still Ben : Yeah, about that. It pains me to see	l lced Tuck. You kn have my job bartend	now, which also ding for you.

Tucker has just lost his job as an assistant producer in a show called "The Mary Heart Show". Ben felt sorry and hired him as a bartender in his bar. However Tucker's skill in mixing drink as bartender is awfull. So when Tucker thanks Ben for hiring him, Ben shows his sympathy by telling Tucker that he should not work as a bartender and gave up his dream as a producer. Altough that is not the real reason Ben expresses his sympathy. He actually wanted to fire Tucker because

he is bad as a bartender. He flouts the maxim of quality as he implies that Tucker

should chase his dream as a producer.

4.1.2.3 Flouting The Maxim of Manner

Manner of maxim demands the speaker to say something perspicuously; the

contribution should be brief, orderly and unambiguous.

Data 26	Blunder	Manner					
spend one more night with my roomn passes five-to-one, I'm out. But, if I dor have to quit and find a job closer to hor Ben : Quit? No, no, no, you can't quit! The just so much we haven't.	spend one more night with my roommate. When the cat to person ratio passes five-to-one, I'm out. But, if I don't find a new place soon, I'm gonna have to quit and find a job closer to home. : Quit? No, no, no, you can't quit! There's so much we haven't There's just so much we haven't. : Unless you know of an amazing place for close to no money, I'm afraid						
Ben had a crush on Sam since they were in high	ghschool, and now	Sam works as a					
manager in his bar. When he heard that Sam	is going to quit her	job if she could					
not find a place to stay, he flouts the maxim of manner as he gives ambigous							
answer. He actually wanted to say that she should not quit because they have							
not the chance to date.							

Data 27		Blunder	Manner
Ben : So, anyway, I think my da straight to the swingity-sw fell asleep in bed with Emma	ang, bingity		

Ben wanted to brag about his date last night with Marissa to Tucker and Riley. However his explanation flouts the maxim of manner as he give unidentified words. he was ashamed to admit that nothing really happened and he ended up fell asleep.

4.1.2.4 Flouting The Maxim of Relation

Maxim of relation demands the speaker to make his contribution relevant to the topic of conversation.

Data 28	Blunder	Relation			
Riley : Hey, Danny! I'm just here for my awesome double date with Tucke Christine and my new boyfriend, Justin. We are going to that new cl Canal.					
Danny : Oh, right. Your boyfriend. Well, hey, maybe Ashley and I can meet with you later?					
Riley : Uh yeah					
Tucker : You have to be on a list.					
Riley : Yeah. Yeah, my boyfriend, Justin, ha	ad to pull a lot of str	ings. He's super			
connected. Not connected enough to g	get you in, sorry.				
Tucker : Yup.					
Danny : Well, hey, do you want to share a cab?					
Riley : No. God, stop following us.					

Riley pretended that she had a boyfriend named Justin. She wanted to have her relationship back with Danny as a friend. Altough it is akward because she had confessed that she actually has feeling for him. So she created stories about her fake boyfriend. When Danny tries to share a cab in order to meet Justin. Riley's utterance flouts the relation maxim. She randomly make an excuse that Danny should not share a cab with them and stop following them. She afraid that Danny will find out that she lied.

Data 29

Riley	: Um, is Ben around?
Bonnie	: What do I look like? His mother?

Riley comes to meet Ben. She asks Bonnie if Ben is in the apartment. Bonnie is actually Ben's mom. However her answer flouts maxim of relation. Instead of answering Riley question and tell her where Ben is, she gives irrelevant answer by saying "**What do I look like? His mother?**". Obviously she can just answer that she doesn't know where is Ben.

Data 30

Freudian Slip

Blunder

Relation

Relation

Ben : Hi, thank you guys for waiting, this is Riley. She'll be your server this evening. Push the appies.

Riley : You know what, Ben? Ben, push them yourself. All right? I passed the bar so that I wouldn't have to work in one.

Ben asks Riley to help him to work as a waitress at his bar because he shorts on help. However Riley refuses to help him by implying that she has studied hard to pass the exam to become a lawyer and not a waitress. Her utterance flouts the maxim of relation as she can simply say no to Ben.

Data 31		Banter Relation				
Ben Bonnie	: Mom? Were you on my compu : Oh, yeah, honey. And you know habit of erasing your history. You snooping around.	w what? You should				
Ben	: That's excellent advice, hotb	on79.				

Bonnie gives suggestion to Ben that he should erase his history after using the internet. However she also forget to erase her own history after she uses it for online dating. Ben teases her by calling her nickname that she uses in online dating. Ben flouts the maxim of relation as he implies that she should not give him the advice if she also done the same thing as he does.

Data 32	Exaggerism Relation					
Bonnie	: Well, I'm sorry, honey, but you can't make somebody fall in love with you. No matter how hard you try.					
Bonnie	: If you could, my name would be Bonnie bon jovi, and I'd be floating in a hot tub, topless right now.					

Danny asks for advice to Bonnie regarding his feeling to Riley. He never realizes that all this time he is falling in love with her. He wants Riley to know about his feeling and makes her falling in love with him. Bonnie flouts the maxim of relation. She then gives ridiculous example by imagining that if she can make somebody falling in love with her easily. She will be able to make Bon Jovi fall in love with her and marry her. Bonnie is a hardcore fans of Bon Jovi.

4.1.3 Relation between the types of humor and flouted maxim

The data analysis suggests that there is relation between the type of humor and flouted maxims. The first relation found is the flouted maxim of relation and Banter. Maxim of relation uses the banter to implicitly dispraise other. It is used by the characters to give comment in forms of teases or mockeries. This form is mostly used by Bonnie and Tucker. Banter also related with flouted maxim of quantity. The characters did not give enough information in order to attempt the others to find the implicature of what have been said. Banter can only be done if the participants have known each other well.

The flouted maxim of relation and exaggerism used by the characters to overstates the features, defects, or the strangeness of someone or something. They did not blatantly praise themselves, however it is implicitly said in their utterance. It is in a form of brag.

The flouted maxim of relation and Freudian Slip used by the character to dispraise the other. Freudian slip is humorous statement comes from deep psychological disturbance. They did not say it as a form of insult, but they imply it in their utterance.

Next is the flouted maxim of quantity uses blunder to cover their mistakes by implicitly creating excuses in form of giving more or less information to cover their foolishness. They created excuses to cover their mistakes and tried not to make them look foolish

The flouted maxim of quantity and relapse use by the characters also to create excuses. They try to make a recovery of their mistake by creating more or less information to create humorous utterance.

The flouted maxim of relation and repartee used by the character to dispraise other. Although it is not clearly said or related to the conversation topic,

but they try to imply it in their utterance so that the hearer know their purpose of saying it.

The flouted maxim of quality and mistaken identity use by the character to tell something irrelevance. They seemed like saying untrue but actually it is just their way of implying someting for other to notice. Mistaken identity is the standard term for the comic confusion.

This table is the summary of the answer to the relation between types of humor and flouted maxims found in the data.

Data Number	Type Flouted of Humor Maxims		Form of usage	Character	
1	Banter	Relation	Mock / Tease	Bonnie	
2	Banter	Relation	Mock / Tease	Bonnie	
3	Banter	Relation	Mock / Tease	Riley	
4	Banter	Relation	Mock / Tease	Tucker	
5	Blunder	Quantity	Excuse	Riley	
6	Blunder	Quantity	Excuse	Bonnie	
7	Exaggerism	Relation	Brag D	Tucker	
8	Exaggerism	Relation	Brag	Bonnie	
9	Exaggerism	Quantity	Brag	Tucker	
10	Freudian Slip	Relation	Maximize benefit to self	Mary	
11	Freudian Slip	Relation	Maximize benefit to self	Tucker	
12	Mistaken Identity	Quality	Excuse	Riley	
13	Mistaken Identity	Quality	Excuse	Bonnie	
14	Relapse	Manner	Excuse	Riley	
15	Relapse	Manner	Excuse	Ben	
16	Relapse	Quantity	Excuse	Ben	
17	Repartee	Quality	Insult	Bonnie	
18	Repartee	Relation	Insult	Tucker	
19	Relapse	Quantity	Excuse	Bonnie	
20	Relapse	Quantity	Excuse	Riley	
21	Relapse	Quantity	Excuse	Bonnie	
22	Blunder	Quantity	Excuse	Bonnie	
23	Relapse	Quality	Excuse	Riley	
24	Relapse	Quality	Excuse	Bonnie	
25	Relapse	Quality	Excuse	Ben	
26	Blunder	Manner	Ambiguous answer	Ben	
27	Blunder	Manner	Ambiguous	Ben	

Table 3. Summary of analyzed data

			answer	
28	Blunder	Relation	Ambiguous	Riley
			answer	
29	Blunder	Relation	Ambiguous	Bonnie
			answer	
30	Freudian Slip	Relation	Excuse	Riley
31	Banter	Relation	Mock/Tease	Ben
32	Exaggerism	Relation	Brag	Bonnie

4.2 Discussion

The discussion below will describe some findings obtained from the data analysis. It is arranged based on the order of problem statements of the research. First is to find the types of humor used. Second is the analysis of the maxims and the last one is to find the certain pattern between the type of maxim and the type of humor found in the data.

There are many kinds of humor, which can be found in the film. Those humor types averagely involved the context of situation as there must be a certain situation included in a film. This research uses those types of humor and excludes the other types, which involve no situation.

There are several types that can be found in this analysis. They are, Banter, Blunder, Exaggerism, Freudian Slip, Irony, Mistaken identity, Relapse and Repartee. Some humors in this episode, which are able to arouse laughter from the audiences, appear to have same characteristic with them.

From the analysis, the form of humor frequently found are relapse with 9 data. Relapse is used to give ambiguous answer or to create excuse toward somebody question. Next is banter with 6 data. Since the characters are close friends and family, they used this type of humor to tease or mock each other. Blunder with the total of 6 data used by the character to make excuse that actually make them look more foolish. Exaggerism comes next with 5 data. They used it to brag about themselves. Freudian slip with the total of 3 data. Freudian

slip used by the character to create humorous utterances by giving comment that actually pop out from their subconscious thoughts. It might be caused by their pent up frustation toward other. There are 2 data for repartee and 1 data for mistaken identity. Reparte is used to insult other and mistaken identity is used because of the comic confusion.

Next is the used of cooperative maxim. The character flouted the maxims to imply the other meaning behind their utterance says something irrelevant to a conversation. The maxim of relation is flouted to give ambiguous answer or information that they are implicitly wanted others to know the real meaning related to the topic of conversation. There are 15 data of flouted relation maxim. The quantity maxim is flouted by the characters to either give less or too much information. However they did not try to mislead the hearer. There are total of 9 data. The flouted quality maxim is used by the character to create an excuse. There are 7 data. Meanwhile Maxim of manner is flouted in order to give ambiguous or obscure information or answer. There are total of 4 data.

The researcher found the relation of type of humor and the flouted maxim used by the character. The data analysis found that the character mostly used Banter to flouted maxim of relation with the total of 5 data. Their answer seemed unrelated with the topic of conversation. However they are actually tried to implicitly mocked or teased the other, and their mockeries actually related with the topic of conversation.

The flouted maxim of relation and exaggerism used by the characters to overemphasize the features, defects, or the strangeness of someone or something with the total of 3 data. The flouted maxim of relation and Freudian Slip used by the character to dispraise the other.

Next is the flouted maxim of quantity uses blunder to cover their mistakes by implicitly creating excuses to cover their foolishness. There are total of 2 data. The flouted maxim of quantity and relapse use by the characters to create excuses. They try to make a recovery of their mistake by creating more blunder. There are 4 data. Relapse also related with flouted quality maxim since the character used it to implied something by giving untrue information to cover their mistake in form of excuse. There are total of 3 data.

The flouted maxim of relation and repartee used by the character to dispraise of other in form of insult. The flouted maxim of quality and mistaken identity use by the character to tell something irrelevance. There are total of 2 data.

The last one is the mistaken identity related to the flouted maxim of quality. There are 2 data in the analysis. The character used it to imply something into someone in by creating excuse,



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents both of the conclusions of the study and some suggestions. The conclusion deal with the result of the analysis.

5.1 Conclusion

The data found in the situation comedy Baby Daddy are categorized based on the theory of humor by Audrieth. There are 7 of them which are found in the series. They have the same characteristics with several humors which have been categorized as the data. Those humors are kinds of verbal humor which are spoken by the characters in the situational comedy. Those seven humors are Banter, Blunder, Exaggerism, Freudian Slip, Mistaken Identity, Relapse, and Repartee.

The characters did the Banter in purpose to tease or to mock the other. The Mistaken Identity usually done by the characters who misinterpret based on their foolishness or ignorance. The character did the Blunder in order to recover from a mistake by creating another blunder. The characters did the repartee to deliver a clever reply toward some foolish question or statement. A person did something cunning or says something clever but actually is a form of insult.

Relapse used by the character to cover their mistakes by creating humorous excuse. Exaggerism used by the character to implicitly brag about themselves. The last type is the Freudian Slip. It is humorous statement which seems accidental, but comes from their deepest mind. The cooperative principle flouted by the characters in this situation comedy. The cooperative principles found in the analysis are quality maxim, quantity maxim, relation maxim and manner maxim. The way the flouted cooperative principle causing the humor, that all of them is analyzed through the character's utterance as follows:

The Cooperative Principle

a. Untrue information given by the speaker causes flouted quality maxim.

b. Extra information given by the speaker causes the flouted quantity maxim.

c. Irrelevant contribution given by the speaker causes the flouted relation maxim.

d. Obscure information given by the speaker causes the flouted manner maxim.

The data analysis suggests that there is relation of flouted maxims and their purposes. The first relation found is the flouted maxim of relation and Banter. Maxim of relation used the banter to implicitly dispraise other. The flouted maxim of relation and exaggerism used by the characters to overemphasize the features, defects, or the strangeness of someone or something. The flouted maxim of relation and Freudian Slip used by the character to dispraise the other. Next is the flouted maxim of quantity used blunder to cover their mistakes by implicitly creating excuses to cover their foolishness.

The flouted maxim of quantity and relapse used by the characters to create excuses. They tried to make a recovery of their mistake by creating more blunder. The flouted maxim of relation and repartee used by the character to dispraise of other in form of insult. The flouted maxim of quality and mistaken identity used by the character to tell something irrelevance.

5.2 Suggestion

Humor is not only a deviation of the cooperative principle and its maxims. Other theory of pragmatics can also be used to analyze the humor such as, the use of Irony Principle. Thus, for the researcher who are keen to study the humor and its types, and also for its analyzing based on the pragmatic perspective, they can develop their research on those fields. Other theory of humor can also be used to analyze the humorous utterance such as incongruity and superiority.



REFERENCES

Attardo, S., 1994. Linguistic Theory of Humor. Berlin: Walter de Gruyter

- Audrieth, Anthony L., 1998. *The Art of Using Humor in Public Speaking*. In: *Squaresail* [online]. 1998 [2015-02-23] Available: http://www.squaresail.com/auh.html#types
- Berger, Arthur A., 1993. An anatomy of humor. New Brunswick, NJ: Transaction Publishers, 192 p. ISBN: 9781560000860.
- Chapman, A.J & Foot, C.H., 1976. *Humor and Laughter; Theory, Research and Applications*. John Wiley & Sons Australia, Limited
- Cutting, J. 2002. *Pragmatics and discourse: A resource book for students*. Routledge: London and New York.
- Finch, G. 2000. Linguistic Terms and Concepts. Palgrave MacMillan, New York.
- Grice, P.H. 1975. Studies in a Way of Words. Harvard: Harvard University Press
- Harared, Nico., 2014. The Flouting of Cooperative Principle in The Situation Comedy Series The Big Bang Theory (Pragmatics Studies). Jogyakarta: Faculty of Culture Studies, UGM.
- Levinson, S.C., 1983. Pragmatics. Cambridge : Cambridge University Press
- Lyons, J., 1977. Semantics. Cambridge : Cambridge University Press
- Leech, G., 1983. The Principle of Pragmatics. New York : Longman Group Limited
- Meyer, John C., 2000. Humor as a double-edged sword: Four functions of humor in communication. In: Communication Theory. 2000, 10(3), 310–331. ISSN: 1050- 3293.

- Moleong, Lexy J. 2010. *Metode Penelitian kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Paakkinen, A., 2010. Verbally Expressed Humor in The American Television Series Gilmore Girls. University of Eastern Finland
- Paltridge, B., 2012. *Discourse Analysis: An Introduction*. London & New York: Bloomsbury Publishing
- Raskin,V., 1985. Semantic Mechanism of Humor. Holland: D. Reidel Publishing Company
- Sugiyono., 2010. Metode Penelitian Pendidikan: Pendekatan akuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Thomas, Jenny. 1995. *Meaning in Interaction: An introduction to Pragmatic.* London & New York: Longman.
- Yule, G., & Brown, G., 1983. *Discourse Analysis*. Cambridge: Cambridge University Press

Yule, G., 1996. *Pragmatics*. Oxford : Oxford University Press

Yao, X., 2009. Conversational Implicature Analysis of Humor in American Sitcom friends. University Gent

http://www.springfieldspringfield.co.uk

http://123moviesfreez.com





Appendix 1: Episode Script of Baby Daddy s01e07

May the Best Friend Win

Ben	: And we are officially out of here.
Tucker	: Ladies of New York, get ready for the return of the
	benjinator and the tuckatron.
Bonnie	: Oh, do you hear that? That's the sound of two million women rolling their eyes.
Ben	: Do not underestimate us. Alone we're impressive, but
	together, we're a force to be reckoned with.
Bonnie	: Yeah.So are the girl scouts.
Ben	: Mom? Were you on my computer last night?
-	: Oh, yeah, honey. And you know what? You should really
	make a habit of erasing your history. You never know who's gonna be snooping around.
Ben	: That's excellent advice, hotbon79.
Bonnie	: Yes.Yes, it is. And there is nothing to be ashamed of. I
	have nothing to hide.
Ben	: It says you're a widow.
Bonnie	: Yeah, well, your father's kind of dead to me.
Diless	
	: And for age, you said that you're aah!
вопите	: You listen up, little miss, you ain't gonna look like that forever. Yeah, you heard me. Enjoy those while
	they're up high. This is how online dating works, okay?
	Everybody lies. It's like the weight on your driver's
	license. It's more of a suggestion.
Danny	: What's wrong with me?
Bonnie	: Well, apparently you're a boy in love.
Danny	: But I don't want to be. Or I want her to be. Yeah,
that's	
	better. Her in love with me. That's what I want.
Bonnie	: Well, I'm sorry, honey, but you can't make somebody
	fall in love with you. No matter how hard you try If you
	could, my name would be Bonnie bon jovi, and I'd be
	floating in a hot tub, topless right now, so mom.

Appendix 2: Episode Script of Baby Daddy s02e05

The Slump

Ben : So what do you think, Emma? Should daddy grow himself a beard? Maybe help him out with the ladies?

Tucker: I think he'd have a better shot if he wasn't at home on a Saturday night playing baby spa.



Appendix 3: Episode Script of Baby Daddy s03e03

Lights! Camera! No Action!

Tucker : " Look, yesterday, I was walking down the hall. Mary came out of her dressing room, stopped, looked straight at me.

Ben : What'd she say?

Tucker :Nothing.She just kept walking to set. But the point is she stopped. Dude, I'm a Mary-stopper.

Ben : Mom, Danny's an adult. Just tell him the truth. We're Wheelers.

We can handle it.

Bonnie : Really, Ben? You want the truth? Okay. You never sold one tube of wrapping paper. Your lemonade stand sucked. And when you finally graduated from junior high, it wasn't because you were good at math. It was because I was good at flirting.

- : Danny, for the last time, I'm fine. Why wouldn't you Riley think I'm fine? I'm fine!
- : Riley, I've known you my entire life. And whenever you Danny get upset, you stress-eat.
- : Well, obviously, you don't know me at all because this Riley is stress-baking. You know? And there's a big difference 'Cause in the past, I mean, I would have eaten all of these, but now I just take a bite Of each one.
- : It has been 36 hours and not one call. I mean, why Riley hasn't he called, Danny? Why?
- : Maybe it's because you told him not to. Danny
- : Um, I'm a woman. I didn't mean it. Riley
- : You know what? That's it. I am moving on. I am done with Riley Ben Wheeler. Danny : Really?
- Riley : Really. Oh my God, this one looks like him.

Bonnie : I'll help right after you buy me lunch.

- Tucker : Wait, why am I buying you lunch?
- Bonnie : Are you kidding me? After that kiss, you should buy me dinner and a purse.
- Riley : Um, is Ben around?
- Bonnie : What do I look like? His mother?
- Danny : Hey, hey, guys, do I need to remind everybody that my jersey sold out in two days? I think it's pretty clear that Mary needs me more than I need her. Bonnie : But what if she didn't?

lary : Well, as long as you keep them to yourself, we should be just fine.



Appendix 4: Episode Script of Baby Daddy s03e21

You Can't Go Home Again

- Ben : And we're back. Anyone wanna ask what happened at Riley's family reunion? Anyone?
- Riley : Oh my God, why would they need to ask? 'Cause I'm pretty sure that they can guess what happened.You know, my family re-uned.

Well, it was extra hot and steamy the weather, the weather. Not anything else.



Appendix 5: Episode Script of Baby Daddy s04e05

Mugging for the Camera

Ben	:	All	right	. He	re y	ou	go.	A	perfe	ect	omelet	for r	ny pe	rfect
	gi	rlfr	iend.											
Riley	:	Just	: get	all	that	t A	w!	You	got	all	. the	shells	out	this
	ti	me.												

Tucker : It's amazing. You know, Danny moves to Paris, and all of my food is still being eaten by people who aren't me.

Tucker : Mary wants to meet for lunch, which can only mean one of two things: She wants to fire me or sleep with me. Bonnie :Trust me, it's fire you.

Bonnie : Yeah, I couldn't get the security tapes. Turns out they
have a new manager and he's gay.
Tucker : Is he gay? Or is he just not attracted to the devil?



Appendix 6: Episode Script of Baby Daddy s04e14

It Takes a Village Idiot

Ben Tucker Danny Riley	<pre>: So, you actually think that you could do all of this without us? : Yeah, totally. : Oh, great. : Frees up a lot of time. : Oh, yeah, wow. : Says the boy who forgot to feed seven hamsters and they all died.</pre>
Riley	: Ooh, Ashley, the new girlfriend. Haven't really heard you talk too much about her. In fact, I haven't really heard you talk too much to me, lately, so, how's it going? Is she fun? Do you like her? Any juicy details?
Danny	: Remember when you said you weren't going to interfere
Riley	with my love life? : No. That doesn't sound like me, at all.
Danny	: Well, hey, maybe Ashley and I can meet up with you later?
Riley Tucker	: Uh yeah You have to be on a list. : Yeah.
Riley	: Yeah, my boyfriend, Justin, had to pull a lot of strings. He's super connected. Not connected enough to get you in, sorry.
Tucker	
-	: Well, hey, do you want to share a cab? No. : God, stop following us.
Ben	:So, anyway, I think my date went pretty good last night. We just went straight to the swingity-swang, bingity bang, boom, swigity-swang. I fell asleep in bed with Emma.

Appendix 7: Episode Script of Baby Daddy s05e03

Ben-geance

Ben	: Hi, thank you guys for waiting, this is Riley. She'll be your server this evening. Push the appies.
Riley	: You know what, Ben? Ben, push them yourself. All right? I passed the bar so that I wouldn't have to work in one.
Bonnie	: Sounds like your honeymoon was a dream come true. : Yeah.Sort of. I want a divorce. : What? You just got married! You and Brad seem so happy together.
Bonnie	: Well, of course Brad was happy. He was with me! But, you know, then on the plane on the way home, I
	realized something terrible: He was coming home with me. I
	had breakfast, he was there. I had lunch, still there.
	Dinner, bed, my 2:00 A.M. tinkle time, there, there, there! And he's just completely smothering me.
	there: And he s just compretery smothering me.
Bonnie Riley	: Brad wants me to have a baby. : Does he know how old you are? I mean, he can pump the
I(IIC)	well all he wants, but he's only gonna get sand.
	: Emma, close your eyes.
Riley	: Oww, oww!

Appendix 8: Episode Script of Baby Daddy s05e08

Room Mating

Tucker	: Oh. Just making some signature cocktails for the bar. Yeah. The Tucktini. The Tuckarita. And the Long Island Iced Tuck. You know, which also happens to be my rap name. Thank god I still have my job bartending for you.
Ben	: Yeah, about that. It pains me to see you give up on your dream job.
Ben	: Oh my god, what about Tucker? Tucker would be an amazing assistant.
Bonnie	: Mmm, I don't know. It'd be weird to sexually harass Tucker.
Ben	: But you'd get to yell at him, so you'd be getting paid to do something you love.
Sam	: But, if I don't find a new place soon, I'm gonna have to quit and find a job closer to home.
Ben	: Quit? No, no, no, you can't quit! There's so much we haven't There's just so much we haven't.
Sam	: Unless you know of an amazing place for close to no money, I'm afraid I'm out of here.
	: Walk with me, Bonnie.
Bonnie Louis	: Okay. And we're here. : This is it. My baby. We have the exclusive rights to all
Donnio	347 units. Studios starting at one million dollars.
BOIIITE	: For a studio? Mm-hmm. That's insane if buyers aren't lining up.
Sam	: Are you sure this isn't gonna be weird? No, not weird at all.
Ben	: In fact, it allows me to prove that I'm past the crazy idea that there was something between us.
Sam	: There was never anything between us.
Ben	: Perfect. Then we're on the same page.

Appendix 9. Berita Acara Bimbingan Tesis

BERITA ACARA BIMBINGAN TESIS

1

1. 2. 3. 4. 5.	Nama NIM Program Studi Topik Skripsi Judul Skripsi	Ulfa Qorinatan Nimah 126110100111007 S2 Ilmu Linguistik Pragmatics Flouted Maxim and Verbal Humor in The Television Series The Baby Daddy (A Pragmatic Approach)	e A
6. 7. 8.	Tanggal Mengajukan Tanggal Selesai Revisi Nama Pembimbing	 O7 September 2015 19 Januari 2018 I. Dr. Nurul Chojimah, M.Pd II. Dr. Sugeng Hariyanto, S.Pd., M.Pd 	

Keterangan Konsultasi *) 9

9. 1	Reterangan Ronoanao.	1		
No	Tanggal	Materi	Pembimbing	Paraf
1	1 Maret 2016	Pengajuan Judul 50	Pembimbing 1	K-
	3 Maret 2016	Pengajuan Judul	Pembimbing 2	05
2		Pengajuan Bab 1	Pembimbing 1	K
3	29 Juli 2016	Revisi Bab 1	Pembimbing 1	R
4	14 Agustus 2016 20 Oktober 2016	Pengajuan Bab 2	Pembimbing 1	R
5		Revisi Bab 1, 2	Pembimbing 1	R
6	8 Desember 2016	Pengajuan Bab 3	Pembimbing 1	K
7	9 Mei 2017	Revisi Bab 1, 2, 3	Pembimbing 1	RIKIK
8	23 Mei 2017	Revisi Seminar Proposal	Pembimbing 1	R
9	29 Mei 2017	Seminar Proposal	Pembimbing 1	RO
10	5 Juni 2017	Seminar Proposal	Pembimbing 2	A
11	5 Juni 2017	Pengajuan Bab 4	Pembimbing 1	K-
12	14 Agustus 2017	Pengajuan Bab 4	Pembimbing 2	1 1
13	9 Agustus 2017	Seminar Hasil	Pembimbing 1	K-
14	24 Agustus 2017		Pembimbing 2	K
15	24 Agustus 2017	Seminar Hasil	Pembimbing 1	K
16	27 Agustus 2017	Revisi Bab 1, 2, 3, 4	Pembimbing 1	KIR. KI
17	18 September 2017	Revisi Bab 1, 2, 3, 4	Pembimbing 1	K
18	29 September 2017	Pengajuan Bab 5	Pembimbing 1	K
19	13 Oktober 2017	Revisi Bab 1, 2, 3, 4, 5	Pembimbing 1	Kiki
20	2 November 2017	Revisi Bab 1, 2, 3, 4, 5	Pembimbing 1	K
21	29 Desember 2017	Revisi Bab 1, 2, 3, 4, 5		M
22	. 0017	Pengajuan Bab 1, 2, 3,	Petholinoing 2	
		4, 5	Pembimbing 1	K
23	15 januari 2018	Ujian Tesis		P
24		Ujian Tesis	Pembimbing 2	01

10. Telah dievaluasi dan diuji dengan nilai: B+

Supervisor

R

Dr. Nurul Chojimah, M.Pd NIP. 19690629 200901 2 001

Malang, 15 Januari 2018 Co-Supervisor

Dr. Sugeng Hariyanto, S.Pd., M.Pd NIP. 196803081992031003

¥.2.

Sighted by, Head of department of Languages and Literature Ismatul Khaşanah, M.Ed., Ph.D. NIP: 19750518 200501 2 001