ABSTRACT

Dark Humor Depicted in The American Dad TV Series: A Study of Relevance Theory

Desi Eva Lio Nita

15111029

Humor apparently is not only to entertain people since there is another form of humor that is too savage and provokes strong, unusual emotion that is known as dark humor. The term dark humor is known as humor or comedy that associated with race, religion and other sensitive materials which refers to certain community. In that case, dark humor is some kind of humor which intended to give sarcasm or mocking certain community for their race, religion or even culture. Thus, related to that phenomenon, the writer is interested in analyzing dark humor that can be found in one of the famous American TV series, that is American Dad. Hence, the aim of this research is to describe the mechanism of (dark) humor depicted in the American Dad in season 15 (21 episodes). In doing the analysis, the writer applied descriptive method and proposed relevance theory by Sperber & Wilson (1995). As the result of the research, the writer finds out that from the total of 21 episodes in the season 15, there are only some of the episodes that contained with dark humor or dark comedy which in this case, the total of dark humor/comedy that can be analyzed by using relevance theory and related to pragmatic study is 17 data. Further, the context that is related to the dark humor or comedy is contained with mocking of certain groups, community, people (including artists, actors, singers and other people who has similar occupation who work in entertainment business), religion, culture or even certain race (racist humor).

Keywords: dark humor, humor, pragmatic approach, relevance theory