

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Humor refers to something funny. People may smile or even laugh if they see someone speaking their words or doing something through their actions while communicating with others. According to Wijana (2003) humor is a verbal or non-verbal activity that has purpose to make the listeners smile and laugh. It can be concluded that humor is something that provokes people to laugh and smile.

Humor is commonly used to improve communication and cheer people up to evoke a good mood. In addition, humor is now an option for some people to relieve fatigue, boredom, and stress. According to Attardo (1994:322) states that the main function of humor in conversation is the effect that the speaker can achieve either directly, such as using segments or with humorous texts in their discourse. Meme is one of the most famous humor. The word "Meme" was introduced in 1976 by Richard Dawkins. The word "meme" comes from the Greek word "mimeme" which means something to imitate. A meme is an expression of emotions (happy, sad, and angry) it can also be an intention, expressed in the form of writing equipped with images that are considered to represent those feelings and intentions. Memes are also a place to express feelings, represent social conditions and criticize a phenomenon. Buchel (2012) defines memes with text that are often accompanied by certain images, photos, and characters. Memes are usually taken from graphic footage from films, television shows or from self-made images and then modified by adding words or writings for entertaining purposes. Apart from that, memes also have a relaxed and entertaining feel that is easy for everyone to accept.

According to Fitri & Qodriani (2016) humans are social beings who cannot live alone, therefore humans need to interact to live. Communication is important in interacting with others in everyday life. Good communication is needed so that the interactions run smoothly and effectively. In today's era, technology makes it easy for people around the world to communicate and share anything through social media. Therefore, according to Oktaviani & Desiarti (2017) the twenty-first century has become a century where technology cannot be separated in human life, with technology we can easily shop, carry out banking transactions, and communicate and so on. Not only adults but even children can master this technology better than adults. In Indonesia, where this study was conducted, the results of a survey released by the Indonesian Internet Service Association in 2016 said that children are active internet users and the Chairman of the Association stated that children aged 10 to 15 years can access the internet well (Linuwih & Trihastutie, 2020). Not only used for communication, social media is also used by some people to find entertainment such as meme. Through social media we have the convenience of creating and spreading memes. One of the most popular social media platforms and almost everyone in the world uses it is Instagram. On Instagram, everyone can share their photos and videos. Some people use Instagram to share photos as well as humorous videos for entertainment. One of the Instagram accounts that often share memes is an Instagram account called Sarcastic_us. Sarcastic_us has a large following on Instagram, which are 7 million followers on Instagram. Almost every day Sarcastic_us shares very interesting meme pictures.

The uniqueness of the sentence combined with the appropriate image makes memes able to entertain the readers. The speech contained in the meme turns out to be a message. The message contained in a meme is hidden and implied, so it can be said that the message is wrapped in the words and images contained in the meme. The use of language in memes is related to a pragmatic approach. Pragmatic is a study of meaning in context. Yule (2015)

Pragmatics is the study of meaning that is not visible, or how we know what is meant even when the meaning is not actually said or written. Rahardi (2005) the real pragmatic meaning is not always obtained from the words that the speaker actually says. The similarity of assumptions becomes the main character so that the message conveyed by the author can be accepted by readers. The author is interested in examining the types of humor used in Sarcastic_us Instagram posts. After knowing the types of humor, the writer is interested in examining the meaning of memes.

1.2 Research Question

Based on the background of the study above, the problems of this research are in the following:

1. Which types of humor are used in Sarcastic_us memes?
2. What the meaning of humor in Sarcastic_us memes?

1.3 Research Objective

The purposes of this research based on the problem of this research are as follows:

1. To identify which types of humor in Sarcastic_us on Instagram post.
2. To understand the meaning of humor in Sarcastic_us on Instagram post.

1.4 Significance of the Study

The result of the study is expected to give benefits theoretically and practically.

Theoretically

The present writer expects that it will give additional knowledge about humor. Moreover, this research is expected to give contribution to other people to understand the types of humor and also to the meaning of the memes.

Practically

This study might be useful for the readers. Enrich the present writer's knowledge and experience in the scientific research especially about humor. This research is expected to help further studies who are interested in conducting the same research.

1.5 Scope of the Study

In this research is focused on types of humor language in meme Sarcastic_us posts on Instagram based on Shades Theory. After knowing the types of humor language, the researcher analyzed the meaning of the memes. The type of humor language used on selected meme post in Sarcastic_us Instagram uploaded in 2020.