

CHAPTER TWO
THEORETICAL FRAMEWORK

2.1 Previous Study

The researcher has found three previous studies to support this research.

Table 2.1 Previous Study

Studies	Objective	Method	Finding
Oktaviana (2018)	To explain the forms and types of humors in 9gag on Instagram post, and also kinds of maxims	Qualitative Method	<ul style="list-style-type: none"> • This result of this research indicated that 9gag post on Instagram contains of some satire and sarcasm forms of humor, little bit exist about ridicules and puns, and lot of humor which contains of kinds on entertaining, improving principle. • Based on the reader, 9gag is interesting and entertaining, improving knowledge which includes cultures from various countries and

			<p>new information, and then the English language used is quite easy to understand.</p>
Zubaidah and Ardelia (2018)	To analyse the relationship between picture and text in the memes with the meaning and the social function of it.	Qualitative Method	<ul style="list-style-type: none"> • That memes are created with many purposes not only based on humour but also for express somebody's feeling or even to give sarcasm to others. • There are other purposes and meaning behind every meme.
Jhosua (2016)	This study is to examine how memes peculiar to Nigerians on social media such as Faacebook, Instagram and Twitter employ language to convey humor and irony.	Qualitative Method	<ul style="list-style-type: none"> • This study showed that all the reactions to the originating posts exhibit some form of incongruity and were also verbally ironical. • This study also found three guises of humour

			namely sarcasm, witticism and pun were prominent in the reaction to the originating posts with sarcasm also pointing out that users on Twitter use humour more than those on Facebook and Instagram.
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The first previous study from Oktaviana (2018) deals with phonetics analysis. The title is “A discourse analysis on humor used in 9gag post on Instagram”. This research used Qualitative Method. In this research, the purpose is to know deeply about the motifs and purposes creators of 9gag community behind the post on Instagram, including type and forms of humor and also kinds of maxims. From the results, the researcher can conclude that 9gag post on Instagram contains of kinds of maxims on cooperative principle and also some satire and sarcasm forms of humor, and little bit exist about ridicules and puns.

The second previous study from Zubaidah and Ardelia (2018), entitle “A discourse analysis of meme”. This research used Qualitative Method. The researcher chose five famous and best memes randomly to get the data. In this research, the purpose of this study is to know the deep meaning or the purpose of the meme. From this result, the researcher found that memes are created with many purpose not only based on humor but also for express feeling or even to give sarcasm to others.

The last is study from Jhoshua (2016), entitle “A pragmatic analysis of the discourse of humor and Irony in selected memes on social media”. This research used Qualitative Method. This study is to examine how memes peculiar to Nigerians on social media such as Faacebook, Instagram and Twitter employ language to convey humor and irony. From this result, this study showed that all the reactions to the originating posts exhibit some form of incongruity and were also verbally ironical. This study also found three guises of humour namely sarcasm, witticism and pun were prominent in the reaction to the originating posts with sarcasm also pointing out that users on Twitter use humour more than those on Facebook and Instagram.

Based on the table above, the present writer takes the study entitled *An Analysis of Humor in Sarcastic_us Instagram Account*. The analysis focus on types of humor in Sarcastic_us memes. Same with the previous study analyzed about types of humor but this research used different theory. The present writer uses qualitative method. This study uses data that is different from previous researchers and uses the latest data uploaded in 2020. As the name implies, this account shares types of sarcasm humor but researchers do not only focus on sarcasm but researchers try to find other types of humor in this account based on Sades theory and analyze the meaning of the meme.

2.1 Humor

Humor has a very important role in human life. According to Kosa (2016) A phenomenon of funny stimulus response of someone based on hearer or sight that’s able to make people smile and laugh called as Humor. Martin (2007) stated that all people have their own levels and standard of humor. This can happen because humor changes over time with new generations.

2.3 Types of Humor

There are some types of humor. Inside those types, it is also found that humor has subtypes (Shades, 1996). There are 12 types of humor, namely pun, riddle, joke, limerick, parody, anecdote, farce, irony, **sarcasm**, tall tales, and wit. Each type has its own characteristics to different one and another.

2.3.1 Riddle

According to Shade (1996), a riddle is a word game, usually presented in a question-and-answer, similar to joke but in a specific format. The example from Collins (1996):

Q: If six children and two dogs were under just one umbrella, how come none of them got wet?

A: **It wasn't raining**

From the example above, the question is "If six children and two dogs are under one umbrella, why are none of them wet?", This riddle is intended to mislead the listener into thinking that the umbrella is so big that it can protect all six children and two dogs do not get wet mainly because it is not raining.

2.3.2 Joke

Joke is something uttered by people that provokes someone to laugh. It also discovers ambiguity, idiom, and metaphor.

21). Phonological Joke - A joke that is based on the phonological structure of word.

Shade (1996) provides the example:

Rebecca: What is this?

Waiter: it's **bean** soup.

Rebecca: I don't care what it's **been**. What is it now?

2). Lexical Joke- A joke which based on multiple-meaning of words. Shade (1996) provides the example:

Dave: What has 18 legs and catches flies?

Lynn: A baseball team.

3). Surface Structure- A joke which based on the alternative grouping of words. Shade (1996) provides the example:

Don: What kinds of flowers like to be kissed?

Joan: A tulip (two lip)

4). Deep Structure- A joke which involves alternative interpretation of word or phrase. Example from Ross (1998):

My parents are stuck at Waterloo Station. There's been a bomb scare.'

Are **they** safe?

No, bombs are really dangerous.

5). Metalinguistic – A joke focuses on the language form instead of the language meaning. Shade (1996) provides the example:

Kathy: What's at the end of everything?

Tim: The letter *g*.

2.3.3 Satire

Satire is a genre of literature to ridicule vice or folly of the times; use of irony, sarcasm, or wit. Satire often included humor and criticism. There are three techniques of satire which are exaggeration, distortion, and understatement. Shade (1996) provides the example:

An old lady was sent on a 10-day cruise paid for by her son. She wrote to complain: "The food on this ship is absolutely awful. **And such small portions!**"

From the example above, show that an old lady give the criticism of the food. She feels that the food is awful. And “small portions” is her criticism. That statement is funny and may provoke someone to laugh.

2.3.4 Irony

Irony is a way of speaking in which the intended meaning is the opposite of literal meaning, sarcasm and satire. In short, what is done is different with what is said. Shade (1996) provides the example:

“An example of irony when a sever snow storm forces you to cancel your planned ski vacation!”

From the example above, it’s ironic when a ski vacation is cancelled due to a snowstorm. Here, we can observe the converse between expectation and reality.

2.3.5 Sarcasm

Sarcasm is taunt, scoffing gibe, veiled sneer, and irony. Sometimes, sarcasm is often seen as hurting someone's feelings. Example from Cambridge for Advanced Learners Dictionary 3rd Edition (as cited in Cendra, 2016).

“You have been **working hard**”, he said with heavy sarcasm, as he looked at **empty page**.

The words “working hard” contrasts with “empty page”. Here the speaker actually intends to give insult on how awful the addressee’s work is by saying exactly the opposite meaning.

2.3.6 Pun

The humorous use of a word so as to suggest a different meaning. Pun consists of words which sound the same or similar but have different meanings. The example of pun which is taken from pun for kids (as cited in Sapurtri, 2018).

“Where do polar bears vote? The North **Poll!**”

Here, the word “poll” is pronounced the same with the **pole**. Thus, the sound similarity may provokes someone to laugh.

2.3.7 Wit

Wit refers to intellect, understanding, and ingenious connection of amusingly incongruous ideas. Shade (1996) provides the example :

Judge : “Order. **Oder** in the courtroom.”

Lawyer: “Okay. I guess I’ll have a cheeseburger”.

Here, the word oder has same pronunciation with the word **order**. Then, the lawyer may have misinterpretation, so the lawyer orders a cheeseburger.

2.3.8 Parody

Parody is an imitation of a poem, song, story, or movie, where the style is the same but the theme ludicrously different. The following example is taken from Cendra (2016), the partial lyric of music parody performed by Eddie King and Tyler Marshal entitled “Star Wars that I Used to Know”.

The parody version:

No you didn’t have to make them blow

Have your fiends direct your movies and they’ll turn out better,

You think that you don’t need them though

What happened to the Star War that I used to know

The original version:

You didn’t have to stoop so low

Have your friends collect your records and then change your number

I guess that I don’t need that though

Now you’re just somebody that I used to know

Here, we can see that both of the lyrics look similar. The number of syllable in every line and the rhyme are similar. However, the meaning is different because in the parody version tells about the disappointment of the Star Wars movie; he misses the Star Wars he used to know, and in the original version tell about someone’s changes.

2.3.9 Anecdote

An oral account of a real or fictional event. Usually biographical, an anecdote involves the elaboration or embellishment of a story, occurrence, or event. The example from (Mello, 1982 as cited in Cendra, 2016) entitled Searching in the wrong place.

A neighbour found Nasruddin on hands and knees.

“What are you searching for Mullah?” “My key.”

Both men got on their knees to search. After a while the neighbour says,

“Where did
you lose it?”

“At home.”

“Good Lord! Then why are you searching here?”

“Because it’s brighter here.”

The example tells about Nasruddin Mullah who is searching for his key at home. He is searching for his key outside the house because it is brighter there. This story non-sense element that is able to make the reader laugh or smile.

2.3.10 Farce

A style of comedy marked by boisterous humor and extravagant gesture; absurd; ludicrous. Shade (1996) provides the example from film entitled “Hardware Wars” :

“May the farce (force) be with you”.

From the example above, actually the speaker wanted to say **force**, but he said **farce**. Here, the speaker pronounces the word **farce** sounds similar with word **force** but they have different meaning.

2.3.11 Tall Tales

The exaggeration is the key to the success of the tall tale. The exaggeration is used in telling most facts and events surrounding the characters, setting, and plots in the story

range from the absurd to the impossible. The following example of American folklore entitled Paul Bunyan taken from Core Knowledge Arts (2007):

Even as a baby, Paul Bunyan was mighty big. How big? Well, he was so big that his parents had to use **a covered wagon for his cradle.**

As you might imagine, young Paul Bunyan had a big appetite. He gobbled up **five barrels of porridge a day**, and his parents had to milk four dozen cows every **morning** and evening just to keep his baby bottle filled.

Here, we can see there are some exaggerations found in the story. The phrases in bold show the exaggerations that is used.

2.3.12 Limerick

A five-lined nonsense verse (said to be from a song introducing the place name Limerick). The example is taken from (Mullins, 2010 as cited in Cendra, 2016)

A **chef** spent too long in the sun
All the time he was having fun
But the daylight soon closed
And the sunburn exposed
He was well and truly **well-done.**

The example above, tells of a chef who spends long time under the sun. After finishing sunbathing, it turns out that his skin is sunburnt, which means his skin is so tanned. The word **well-done**, which usually refers to how to cook the entire steak, is chosen to describe how dark his skin colour now is.

In addition, according type of humor, people may find various type humor that are able to make them laugh and smile, and create funny stimulus response to someone in terms of memes.

