

**THE ROLE OF COOPERATIVE PRINCIPLE IN THE
CREATION OF NARRATIVE JOKES IN *JOKELOPEDIA: THE
BIGGEST, BEST, SILLIEST, DUMBEST, JOKE BOOK EVER!***

THESIS

**BY
ODYSIUS BIO TEMARA
NIM 105110100111008**



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ABSTRACT

Temara, Odysius Bio. 2014. **The Role of Cooperative Principle in the Creation of Narrative Jokes in *Jokelopedia: The Biggest, Best, Silliest, Dumbest, Joke Book Ever!***. Study Program of English, Universitas Brawijaya. Supervisor: Indah Winarni; Co-supervisor: Ida Puji Lestari.

Keywords: Cooperative Principle, Conversational Maxims, Humor, Jokelopedia.

In human communication, the participants must speak cooperatively to be understood in a particular way. The cooperative principle, along with the four conversational maxims, describes how effective and efficient communication in conversation is achieved. However, comedians often purposefully flouted these maxims for the humorous effect of their story. The writer conducted a study about the role of cooperative principle, more specifically, the flouting of conversational maxims in the creation of humor in narrative jokes in *Jokelopedia: The Biggest, Best, Silliest, Dumbest, Joke Book Ever!*. This study aims at finding out the flouted maxims in the narrative jokes, the implicature in the narrative jokes, and how the implicature is expected to create humorous effect in the narrative jokes.

This study focuses on the flouting of conversational maxims in three chapters with the most number of narrative jokes in *Jokelopedia*. This study uses qualitative approach in relation to the use of clear and systematic description about the phenomena being studied. Descriptive study in textual analysis is applied in this study to analyze the narrative jokes in the book.

This study reveals that all conversational maxims are flouted in order to create humorous effect in the narrative jokes. From 40 narratives analyzed by the researcher, maxim of relation is the mostly flouted maxim with 15 occurrences. The maxim of quantity is the second with 10 occurrences. Then, the maxim of quality and manner are the least flouted maxims with 9 and 6 occurrences. These flouting of conversational maxims gives access to hidden meanings called implicature with which humorous effect is generated. Mostly, the implicature is expected to create humorous effect by showing a contrast between the development of the reader's expectation and the fact in the story, or by showing the foolish or inappropriate behavior of the characters.

The conclusion of the study shows that humor can be invoked by the flouting of conversational maxims. In addition, the emergence of the humor caused by the flouting of maxims also depends on the interpretation of the readers and their encyclopedic knowledge. The writer suggests future researchers to use other theories such as Leech's politeness principle or Sperber & Wilson's relevance theory, to find other materials such as visual and auditory media as the source of data, and to analyze the humorous effect which is not caused by the flouting of conversational maxims.

ABSTRAK

Temara, Odysius Bio. 2014. **Peranan Prinsip Kerjasama Dalam Pembentukan Lelucon Naratif di *Jokelopedia: The Biggest, Best, Silliest, Dumbest, Joke Book Ever!***. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Indah Winarni (II) Ida Puji Lestari.

Kata Kunci: Prinsip Kerjasama, Maksim Percakapan, Humor, Jokelopedia.

Dalam komunikasi manusia, setiap orang harus bekerjasama agar dapat saling dipahami. Prinsip kerjasama, bersama dengan keempat maksim percakapan, menjelaskan bagaimana komunikasi yang efektif dan efisien dalam percakapan bisa tercapai. Akan tetapi, pelawak seringkali melanggar maksim percakapan untuk menciptakan kelucuan dalam cerita mereka. Penulis mengadakan studi tentang peranan prinsip kerjasama, secara spesifik, pelanggaran maksim percakapan dalam penciptaan humor pada lelucon naratif di *Jokelopedia: The Biggest, Best, Silliest, Dumbest, Joke Book Ever!*. Studi ini bertujuan untuk mencari tahu maksim mana yang dilanggar dalam lelucon naratif, apa implikatur dari lelucon naratif, dan bagaimana implikatur tersebut bisa menimbulkan kelucuan dalam lelucon naratif.

Studi ini berfokus pada pelanggaran maksim percakapan pada tiga bab yang memuat paling banyak lelucon naratif dalam buku *Jokelopedia*. Studi ini menggunakan pendekatan kualitatif untuk mendeskripsikan fenomena yang dipelajari dengan jelas dan sistematis. Studi deskripsi secara tekstual digunakan untuk menganalisis lelucon naratif yang terdapat di dalam buku.

Hasil studi menunjukkan bahwa semua maksim percakapan bisa dilanggar untuk menciptakan kelucuan dalam lelucon naratif. Dari 40 lelucon naratif yang dianalisa oleh penulis, maksim relevansi merupakan yang paling sering dilanggar dengan 15 kemunculan. Maksim kuantitas merupakan maksim kedua yang paling sering dilanggar dengan 10 kemunculan. Kemudian maksim kualitas dan pelaksanaan merupakan dua maksim yang tidak begitu banyak dilanggar dengan 9 dan 6 kemunculan. Pelanggaran maksim percakapan ini menciptakan implikatur yang dapat menciptakan kelucuan pada lelucon naratif dalam buku. Kebanyakan, implikatur diharapkan dapat menimbulkan kelucuan dengan menunjukkan kontras antara dugaan pembaca dengan kenyataan dalam cerita, atau dengan menunjukkan kekonyolan tingkah laku dari para karakter.

Kesimpulan studi menunjukkan bahwa humor dapat diciptakan dengan pelanggaran maksim percakapan. Selain itu, munculnya humor dari pelanggaran maksim percakapan juga bergantung pada interpretasi dari pembaca dan pengetahuan ensiklopedis mereka. Penulis menyarankan para peneliti selanjutnya untuk menggunakan teori lain seperti teori prinsip kesantunan oleh Leech atau teori relevansi oleh Sperber & Wilson, mencari bahan – bahan lain seperti media visual dan pendengaran sebagai sumber data, serta menganalisa efek humor yang tidak disebabkan oleh pelanggaran maksim percakapan.

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