

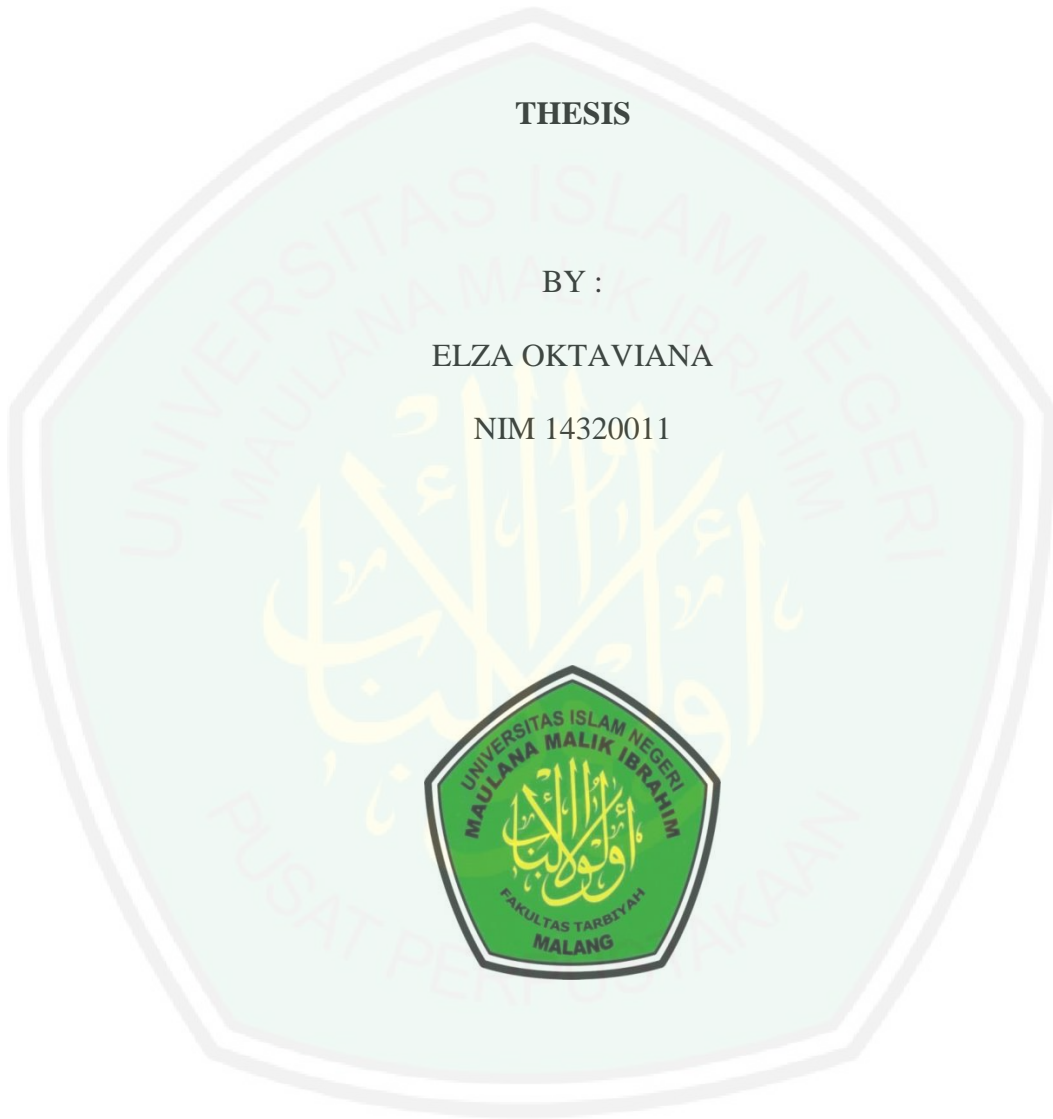
**A DISCOURSE ANALYSIS ON HUMOR USED
IN 9GAG POSTS ON INSTAGRAM**

THESIS

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**ENGLISH LETTERS DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2018**

**A DISCOURSE ANALYSIS ON HUMOR USED
IN 9GAG POSTS ON INSTAGRAM**

THESIS

Present to
Universitas Islam Negeri Maulana Malik Ibrahim, Malang
in Partial Fulfillment of the Requirements
for the Degree of Sarjana Sastra (S.S)

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APPROVAL OF SHEET

This is to clarify that Elza Oktaviana's thesis entitled *A Discourse Analysis on Humor Used in 9gag Post on Instagram* has been approved by thesis advisor for further approval by the the Board of Examiners.

Malang, May 22th, 2018

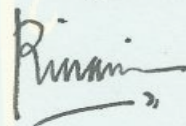
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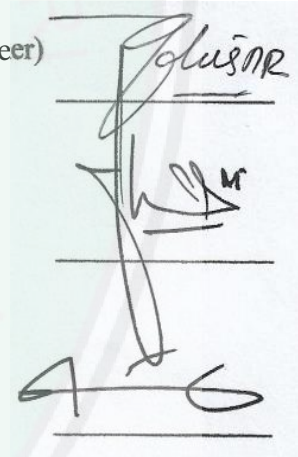
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DECLARATION OF THESIS AUTHORSHIP

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Malang, June 7th, 2018



Elza Oktaviana

MOTTO

Humor invites your happiness, stay happy with a smile.

تَبَسُّمُكَ فِي وَجْهِ أَخِيكَ لَكَ صَدَقَةٌ



DEDICATION

This thesis is proudly dedicated to my beloved parents, Mardiono and Istichomah, my lovely grandmother, Rumani, my pride young brother Dewangga Alfa B., Moh. Ricko Handika, and Moh. Ricky Handika, my beautiful niece, Adelia Erlina, S.Pd my big family who always give their loves, supports, and prayers. Moreover for my dear friends who are always inspiring.



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Alhamdu lillahi rabbil 'alamin, finally the researcher finishes this thesis as the requirement for the degree of Sarjana Sastra (S.S) in English Letters Department, Faculty of Humanities at Universitas Islam Negeri Maulana Malik Ibrahim, Malang without any obstacles. Actually this thesis would not be possible to finish without any help and support from people around. Therefore, the researcher would like to deliver thanks and appreciations for their help, direction, and insight to:

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The researcher knows that this thesis is far from perfection, because it still has lots of weaknesses. Therefore criticism and suggestion is needed in this research. The researcher hopefully this can be benefit for the researcher and all readers.

Malang, May 21th, 2018

The Researcher



Elza Oktaviana



ABSTRACT

Oktaviana, E. (2018). *A Discourse Analysis on Humor Used in 9gag Post on Instagram. Thesis.* English Letters Department. Faculty of Humanities. Advisor: Masrokhin, M.A.

Keywords: Discourse analysis, social media, humor, meme, 9gag, cooperative principle, the readers' impression and opinion

Discourse becomes one of language analysis where various kind of language can spread quickly. One of media that is able to accelerate the spread of is *social media*, where all of people can access the media quickly including humor language. We are able to find some communities in social media that spreads humor language such as 9gag community on Instagram.

Instagram becomes one of social media network which is often visited by netizen. 9gag is one of community on Instagram that has been worldwide. This community does not only share knowledge and information, but also humor in terms of picture, video, and meme. Therefore it invites netizen to joint this community, even though only looks at the humor that is posted by the creators or the users. The purpose of this research is to know deeply about the purposes and motifs creators of 9gag community behind the post on Instagram including forms and types of humor, and also kinds of maxims of cooperative principle used. It is also compare with the readers' impression and opinion about the post.

The result of this research indicate that 9gag posts on Instagram contains of some satire and sarcasm forms of humor, little bit exist about ridicules and puns, and lots of humor which contains of kinds of maxims on cooperative principle. Based on the readers, 9gag post is interesting and entertaining, improving knowledge which includes cultures from various countries and new information, and then the English language used is quite easy to understand.

Obviously this research is expected to help further researcher who interested in the same field to be better research. For further researcher may be able to analyze the purpose of humor in other social media or mass-media except satire and sarcasm forms. Further researcher may also compare the effectiveness between verbal and non-verbal humor.

خلاصة

أوكتافيانا.اي. (2018). تحليل الخطاب على الفكاهة المستخدمة في 9gag على Instagram.

مقالة. الأدب الإنجليزي. كلية العلوم الانسانية. مؤدب: M.A، Masrokhin

الكلمات الرئيسية: تحليل الخطاب، وسائل التواصل الاجتماعي، النكات، الميم، مفهوم التعاون، الانطباع، وآراء القارئ

يصبح الخطاب أحد تحليل اللغة حيث يمكن أن تنتشر اللغات المختلفة بسرعة كبيرة. واحدة من وسائل الإعلام التي يمكن أن تسرع انتشار اللغة هي وسائل الإعلام الاجتماعية، حيث يمكن للجميع الوصول إلى وسائل الإعلام بسهولة بالغة، بما في ذلك الوصول إلى لغة نكتة. يمكننا العثور على بعض المجتمعات في وسائل الإعلام الاجتماعية التي تنشر لغة نكتة مثل المجتمع 9gag في Instagram.

أصبحت إنستغرام واحدة من أكثر شبكات التواصل الاجتماعي التي يزورها مستخدمو الإنترنت. هو واحد من المجتمع العالمي في Instagram. لا يقتصر هذا المجتمع على مشاركة المعرفة والمعلومات فحسب، بل يمزج أيضاً على شكل صور ومقاطع فيديو ومذكرات. لذلك، دع مستخدمي الإنترنت لمتابعة هذا Instagram على الرغم من أن مجرد مشاهدة النكات التي تم تحميلها من قبل المبدع أو مستخدميه. والغرض من هذا البحث هو معرفة المزيد عن الدافع وراء هدف وخالق المجتمع 9gag اينستاجرام بما في ذلك شكل ونوع من النكات، وأيضا أنواع من مفهوم التعاون تستخدم أساسا في الميمات التي تم تحميلها. ويقارن هذا أيضاً مع انطباعات القراء وآرائهم حول تحميلاته.

نتائج هذا التحليل إلى أن 9gag تحميل على الانستغرام تحتوي على بعض الفكاهة في شكل السخرية والتهمك (السخرية)، هناك قليلا من التضليل وكلمة الألعاب، وهناك الكثير من الفكاهة التي تحتوي على هذه الأنواع من ثوابتها على مفهوم التعاون. في رأي الإضافات القارئ 9gag مثيرة للاهتمام ومسلية، وزيادة المعرفة بما في ذلك الثقافات من مختلف البلدان والمعلومات الجديدة، ومن ثم اللغة الانجليزية المستخدمة من السهل جدا أن نفهم.

نأمل أن يساعد هذا البحث الباحث القادم المهتم في نفس المجال ليصبح بحثاً أفضل. بالنسبة للباحث التالي، قد يتمكن من تحليل الغرض من الفكاهة على وسائل التواصل الاجتماعي أو غيرها من وسائل الإعلام الأخرى غير شكل السخرية والسخرية. يمكن للباحث التالي أيضا مقارنة فعالية النكات الشفوية والكتابية.

ABSTRAK

Oktaviana, E. (2018). *A Discourse Analysis on Humor Used in 9gag Post on Instagram. Skripsi.* Sastra Inggris. Fakultas Humaniora. Pembimbing: Masrokhin, M.A.

Keywords: Discourse analysis, media social, lelucon, meme, 9gag, konsep kerjasama, kesan dan pendapat pembaca

Discourse menjadi salah satu analisis bahasa dimana berbagai macam bahasa dapat menyebar luas dengan sangat cepat. Salah satu media yang dapat mempercepat penyebaran bahasa yaitu *media social*, dimana semua orang dapat mengases media tersebut dengan sangat mudah termasuk mengakses bahasa lelucon. Kita dapat menjumpai beberapa komunitas di media social yang menyebarkan bahasa lelucon seperti komunitas 9gag di Instagram.

Instagram menjadi salah jaringan media social yang paling sering dikunjungi pengguna internet. 9gag adalah salah satu komunitas di Instagram yang telah mendunia. Komunitas ini tidak hanya berbagi ilmu dan informasi, namun juga lelucon dalam bentuk gambar, video, dan meme. Sehingga mengundang para pengguna internet mengikuti komunitas ini di Instagram meskipun hanya sekedar melihat lelucon yang diunggah oleh pencipta atau penggunanya. Tujuan dari penelitian ini yaitu untuk mengetahui lebih dalam tentang dibalik tujuan dan motif pencipta komunitas 9gag di Instagram termasuk bentuk dan tipe lelucon, and juga jenis-jenis konsep kerjasama yang digunakan terutama dalam unggahan meme yang telah dipilih. Hal ini juga dibandingkan dengan kesan dan pendapat pembaca mengenai unggahannya.

Hasil dari analisis ini menunjukkan bahwa unggahan 9gag di Instagram mengandung beberapa humor dalam bentuk sindiran dan sarkasme (sindiran tajam), sedikit terdapat ejekan dan permainan kata, dan banyak terdapat humor yang mengandung jenis-jenis maksim pada konsep kerjasama. Menurut pendapat para pembaca unggahan 9gag menarik dan menghibur, menambah pengetahuan termasuk kebudayaan dari berbagai negara dan informasi baru, dan kemudian bahasa Inggris yang digunakan cukup mudah untuk dipahami.

Seyogyanya penelitian ini diharapkan dapat membantu peneliti berikutnya yang tertarik pada bidang yang sama untuk menjadi penelitian yang lebih baik. Untuk peneliti berikutnya mungkin dapat menganalisis tujuan humor pada media social atau media masa yang lain selain bentuk sindiran dan sarcasm. Peneliti berikutnya juga dapat membandingkan keefektifan lelucon lisan dan tulisan.

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CHAPTER I

INTRODUCTION

The first chapter focuses on research background, research questions, research objectives, research significance, scopes and limitations, definitions of the key terms, and research method.

1.1 Research Background

People may easily access any information through social media, because social media as one of media for a person to inform other people. Talking about social media, Curtis (2017) assumed that there are 10 types of it. One of the most popular types is media sharing networks.

The writer will focus on media sharing which uses to share any picture, video, or meme, and also can be used for live video; it is usually called as Instagram. Some people use their Instagram website to build a community that aims to create a business or just having fun by making jokes. There are lots of communities on Instagram. Yet the researcher will only focus on one community which uses English language in every post that is called as 9gag.

Albin in 2014 stated that 9gag was created in 2008 and this website consists of lots of users in the world, they may post any photos, videos, or memes which are able to access to anyone. Actually this

website is different from social network, because 9gag focuses on producing a post, does not focus on profile of the users.

Most of the posts are produced in English language. 9gag community has a complex culture element which may access by all of users in the world. It also has a limitation that is used of language and *Anglo American* culture. Every post which is produced in others language will be criticized by 9gag users. The most common posts are women, gender issue, and specific ethnic or even national.

As a part of linguistics field, we may explain about linguistic style of 9gag website on Instagram by several meanings; most of 9gag posts are joke according to the logo which said *Go Fun the World*. Yet this community is not only about joke but also about news and media websites. It was in an informal language used, and then the researcher interested to conduct research about discourse analysis to know deeply about what the creator of 9gag community purposes and motifs behind selected memes posted on Instagram including forms, types of humor, and maxims of cooperative principle used. It also compares with the readers impression and opinion about the post.

Setyaki (2013) told that 9gag is built in 2008 by Ray Chan, Chris Chan, Marco Fung, Brian Yu, and Derek Chan from Hong kong in China. They are the members of Rollin' Egg (one of website in google). 9gag is taken from Chinese language, *gau gag*, which means to make a

joke. The purpose of this site is to build comedy webs. The first function of 9gag Instagram shows the picture which is full of joke.

Therefore the researcher interested to conduct a research about 9gag post especially on meme and limited it based on selected meme post of 9gag community on Instagram. Based on some previous researches that indicated some meme posts in 9gag community included some kinds of humor such as stereotyping a part of specific group, discriminating someone, or mocking person. This condition will be a negative impression by some readers to the creator, the fact that it is still laughable and also interesting for many people.

Some researchers have conducted a research which related to humor language and dealt with discourse analysis. According to Albin's research that has found the presentation of stereotypical each category in meme 9gag posts and total post per day each category (animals, arts, films, sports, etc.) in August and September 2012, and then Albin found that the most of 9gag post includes discrimination toward man and woman. The researcher focuses on the way how humor of 9gag creating identities and building bridge between cultures are.

The same research still exists up to present, in 2016 a research that was conducted by Kosa (2016) who concerned about the ridicule meme posts in 9GAG community. Actually the researcher wants to know how the depictions of ridicule and how the ridicule giving role to social life are. This research found that the relation between picture and

text produces the depiction of ridicule, the meme post follows the concept of mode in social semiotic, and all of the data expresses the communication skill which uses each people in social life, even though expresses in ridicule way.

Based on Yoon research (2016) which applies critical discourse analysis and combines with the multimodal discourse analysis found that the majority of creators and commenters of internet meme misunderstand not only the meaning of racial issue and racism, but also the damage impact of systematic racism.

Due to the fact that 9gag community is still popular in social media like Instagram, line, or twitter. The research of humor language through discourse is continuing by the researcher to update the previous researches finding. Therefore the researcher interested in conducting the research of meme 9gag posts which uses English language and contains of humor. The researcher uses discourse analysis to know deeply about how humor language created on selected meme in 9gag posts on instagram, also impression and opinion of the readers about the posts are.

The difference between this research and previous researches are the object of analysis which focuses on classifying the forms, the types, and maxims of cooperative principle in occurring humor sense, comparing with the readers' impression and opinion about 9gag post, and knowing the motif beyond the meme. The researcher focuses on

selected meme post in 9gag Instagram from May 2017 up to April 2018 which includes forms and types of humor, and also maxims violation of cooperative principle.



1.2 Research Questions

Beyond the research background, we know that the researcher focuses on the analysis of meme 9gag posts on Instagram through discourse analysis. This research is able to be specified into two questions:

1. What are forms and types of language humor used on selected meme post in 9gag Instagram?
2. What are maxims on selected meme post in 9gag Instagram?
3. How are the readers' impressions and opinions about 9gag posts?

1.3 Research Objectives

The research is to determine discourse analysis and social factor on meaning used to communicate about 9gag community on Instagram. In the specific way, the research objective is to:

1. To identify the forms and the types of humor language used on selected meme in 9gag Instagram
2. To indicate maxims on selected meme post in 9gag Instagram
3. To describe the readers' impression and opinions about the purpose, sense, also implicit meaning which appears in meme 9gag posts on Instagram

1.4 Research Significance

This research can be observed theoretically and practically. Theoretically of this research is to define the forms and the types of

humor, and also maxims of humor language used on selected meme of 9gag post on Instagram, and discourse analysis which shows a social factor to know the messages, the motifs, and the purposes beyond 9gag post on Instagram.

Practically, the result of this research aims to realize with the meaning of language which has several function and information through the meaning of *Go Fun the World* meaning in certain ways. This research helps people, mostly for young generation who are interested in language analysis to understand 9gag post on Instagram more deeply, which is full of humor as their life, because people will get their happiness in different ways. In addition, the result of the research is expected to help further studies who are interested in conducting the same research, they may explore more about the purposes of humor language in social media or other mass-media like an advertisement.

1.5 Scope and Limitation

The scope of this research is discourse analysis and social factor especially in humor language of 9gag community on Instagram as one of the community in social media which is popular in young generation.

In order to specify the time management to finish this research, the researcher limits the object of analysis in the forms (sarcasm and satire) and the types (pun and ridicule) of humor, and also maxims of humor language used on selected meme post in 9gag Instagram uploaded in May 2017 up to April 2018.

1.6 Research Method

This research uses qualitative research method through discourse analysis proposed by Martin theory (2007) about eleventh forms of humor, Raskin theory (1985) about six types of humor, and Attardo (1994) about pun in humor, and Grice theory (1991) about cooperative principle and conversational maxims. This research will use qualitative research, because the researcher wants to have more deep understanding about the correlation between 9gag community post on Instagram with the readers' impression and opinion about the language used, the meaning gotten from the selected memes uploaded on 9gag Instagram, and also the motif beyond the memes itself.

1.6.1 Data Sources

The data of this research were taken from 9gag posts on Instagram, the data will be in the terms of memes which contain of pictures and words, phrases, or sentences in order to be identified through linguistics field. The data sources are not in terms of videos or photos, because it does not linguistics area. The data will divide in most common posts based on forms and types of humor, and also maxims of cooperative principle, to know how the language used on selected meme creates humor in 9gag Intagram. The other data were taken from the result of questionnaires in Google Form which have answered by readers to see the relations between 9gag posts on

Instagram with readers' impression after looking at the memes posted and also the motif beyond the memes.

1.6.2 Research Subject

The research subject of this research is the readers of 9gag Instagram who is also the follower of 9gag on Instagram and English department students. They have to answer some questions that have been provided by the researcher in Google Form then shared the link via WhatsApp in personal chatting. They would answer some questions which related to 9gag post on Instagram. Then it will be compared with the researcher own analysis about the post which has already divided based on the forms and the types of humor, and also kinds of maxims of cooperative principle analysis.

1.6.3 Research Instrument

This research aims to answer the research questions, the researcher applies systematic observation method by actively selecting and understanding the meme post of 9gag Instagram and getting the readers impression and opinion about meme posts. In getting these the researcher uses questionnaire in 15 questions that have elaborated from the explanation of Raskin (1985) about humor. This research is also classified as a qualitative research. This is because the researcher involves herself to select, understand, and analyze the data collection. (Iskandar, 2011)

1.6.4 Data Collection

The data collection will be collected into several steps; *the first* is the researcher selects only the memes posts in 9gag Instagram which consists of forms and types of humor, and also maxims of cooperative principle. In understanding the humor sense, there are three intensity kinds of humor such as *slapstick*, *intellectual*, and *combination*, the readers uses intellectual kinds of humor where the readers need thoughts and capabilities based on culture, background knowledge, and experience to catch the humor mean. (Rumondor, 2007) quoted in (Febriana, 2014)

The second, the researcher will divide each memes which have selected and taken from 9gag Instagram based on the forms (sarcasm and satire) and types (pun and ridicule) of humor, and also maxims of cooperation principle. Moreover the researcher uses questionnaire to know the readers' impression and opinion about 9gag post. *The third*, the researcher supposed to make a questionnaire in Google Forms which related to 9gag post on Instagram, and then share to the readers from English department.

After the researcher gets all of the data, furthermore moves to the main point, the researcher must analyze the language humor on selected meme posts of 9gag Instagram by using Martin theory (2007) about eleventh forms of humor, Raskin theory (1985) about the types of humor, Attardo theory (1994) about pun, and Grice

theory (1991) about cooperative principle, moreover the researcher should explain the result of the readers' answer of questions on questionnaire which have shared and make a clear conclusion.

1.6.5 Data Analysis

The final step of this research is data analysis. In analyzing the data, the researcher used several steps; firstly exploring all of datum needed, secondly classifying each data based on the forms and the types of humor, and also kinds of maxims of cooperative principles which includes humor, thirdly comparing the researcher's own analysis and the result of the readers answering the questionnaire about 9gag posts on Instagram, finally discussing the result of whole analysis and concluding the finding.

1.7 Definition of The Key Terms

9gag is one of communities on instagram which contains of joke in each post. The understanding of 9gag through discourse analysis will describe in this study:

1. Discourse: a discussion about language in deep understanding.
2. Discourse analysis: one of discipline study which typically focused on the study of language in deep understanding in the texts or conversations.
3. Social media: special collection of online communications media for sharing, interaction, collaboration, etc.

4. Humor: a phenomenon of funny stimulus response of someone based on hearer or sight.
5. Pun: a play of words capable in producing humor effect and indicating two or more related meaning or exploiting the similar sound of the words.
6. Cooperative principle: a principal that gives contribution of conversation as a stage of doing conversation
7. Internet Meme: any kind of activity, interaction, or appearance dedicated humor in terms of the combination between pictures and words on social media like internet.
8. 9gag: a website to hold various jokes and memes on the internet for just having fun.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses about the descriptions of discourse and discourse analysis, social media, humor, pun, cooperative principle, the concept of internet meme, and the meaning of 9gag community on Instagram, it is important to know deeply about the following description:

2.1 Theoretical Perspective Discussion

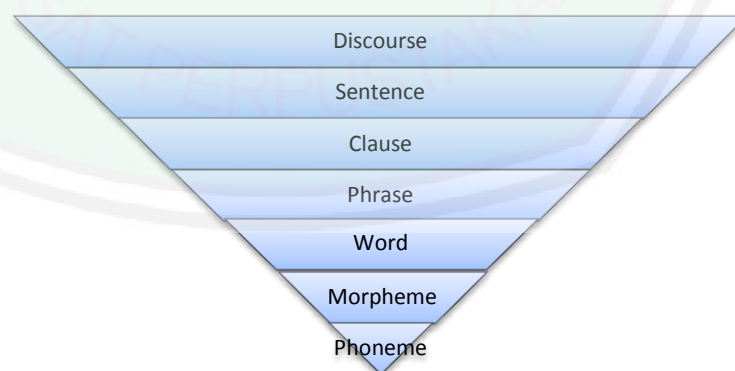
The researcher intentionally chooses the topic which contains of the forms and the types of humor, and also kinds of maxims used in 9gag community on Instagram post, because the researcher interested in the motif of creators and users making a joke through memes, the first impression and opinion of the readers about 9gag post, and the motif beyond the post.

It is better to understand what the meaning of 9gag Instagram first, and then more about discourse and discourse analysis. There are the following concepts that we need to know early before conducting the research of discourse about forms and types of humor, also kinds of maxims.

2.1.1 Discourse and Discourse Analysis

The first term of discourse was presented by Zelling Haris in 1952 as the way to analyze a writing and speech test. In fact, he had two main important points: those are investigation of language beyond the level of sentences and interaction between linguistics and non-linguistics behavior. (Paltridge, 2006)

Actually the word *discourse* is initially taken from Latin language that is “discurrere” which means *conversation* or *speech*. Based on George (2010) defined that discourse is usually concerned with a language beyond the sentence. Mulyana (2005) cited in Rosyidah (2008) told that discourse is the most complex and complete language indefinite. It provides language which consists of some categories in sentence form such as phoneme, word, phrase, etc. The level of discourse can be illustrated by the scheme (Mulyana, 2005 quoted in Rosyidah, 2008)



Recently, Most of linguists agree with the statement that *discourse* is the biggest category of language communication which is commonly used by people event in a written text or spoken. (Rani, Arifin, and Martutik 2006 cited in Rosyidah 2008) It similar with

Halliday and Hasan in 1976 defined about the most influential books on linguistic aspects of discourse, they proposed that the connecting in English according to the points of a text used is “unit of language in use” that has to learn according to the function and communication context. (Schiffrin, Tannen, and Hamilton, 2001)

Whereas George (2010) explained that discourse analysis is one of discipline study which typically focused on the study of language beyond the sentence in the texts and conversation. The fact that textbook Stubbs which is taken from Slembrouck (2004) argued that discourse analysis consists of the use of language beyond the sentence limitation, the relation of language and society, and the last is characteristics of interactive or dialogic of daily communication.

In a cross disciplinary field, historical discourse analysis can be taken from two different approaches. Firstly is using historical language, here is the study of discourse structure, function, and form, it means that everything in a previous language period which consists of discourse analysis. Secondly is using discourse analysis of historical linguistics. This study is a *discourse pragmatic factor in language change discourse motivation in a return of diachronic changes, event in a manner of phonological, morphological, syntactic, or semantic*. Some linguist focuses on a manner of discourse, but mostly in a changing of language used. (Schiffrin, Tannen, & Hamilton, 2001)

The language used usually represents who are the people, and how the people are. We may investigate people way to communicate with each other on social media, and then see their language used. Therefore you will know who they are, but we have to be careful, even though each person has a freedom of speech, do not ever judge people just because you think that they are different from your side. You have to know them deeply, and then you may appreciate who they are. In fact, in this era most people use *social media*; here is one of media for people to distribute their freedom of speech.

2.1.2 Social Media

Social media is special collection of online communications channels dedicated to content sharing, interaction, community based input, and collaboration. (Rouse, 2016) Talking about media social, Curtis (2017) assumed that there are 10 types of it, those are *media for sharing, and social networking site, also forum for discussion, content and bookmark, and then some networks such as blogging and publishing, consumer reviewing, economy sharing, social expensing, and interest based networks*. Based on the types of social media, most of people even adult or child, they prefer to use media sharing networks. They not only find information from it, but also share photo, video, live video, and other media online which are interesting. It is usually called as instagram.

This media sharing can benefit to build any business, it is like the prominent relationship network, this media website is complex for people who aware with a branding lead generation, and for another people who use any social marketing goals. In addition, many people usually use social media as media for making humor. They usually create photos, videos, or event memes, and then post it in a social media, as a *media humor*, most people post a meme which contains of pictures and words, phrases, or clauses.

2.1.3 Humor

Humor has been studied in multi- and inter-disciplinary fields such as philosophy, psychology, sociology, literature, and linguistics. (Shifman, 2014 cited in Yoon, 2016). Humor is a phenomenon of funny stimulus response of someone based on hearer or sight that is able to make people smile and laugh. (Kosa, 2016)

Martin (2007) stated that every people have their own standard or level of humor. We usually found many kinds of humor which is intentionally or unintentionally produced in daily life. There are three kinds of humor; jokes, spontaneous conversation humor, and accidental or unintentional humor.

1. Jokes

Jokes are one of kinds of humor which use to amuse or entertain others by telling jokes or stories with funny ending on punch line. It is usually indicated with canned jokes. Jokes consist of a punch line and a setup. A punch line shifts the meaning by giving unexpected and pleasant, so that it can create unsuitable perception. Whereas a setup includes all except the last sentence which creates the listeners' certain set of expectations about how the situation must be interpreted.

2. Spontaneous conversation humor

Spontaneous conversation humor depends on the context of humor than joke-telling; meanwhile this humor will be not funny if someone tells it again to the others which means we have to stay there in order to know directly the humor. In such situation of conversation which includes humor, the nonverbal sign tries to indicate the humor sense. Yet it is more ambiguous than joke-telling, therefore the hearer is usually not really sure to the speaker who is being serious or jesting.

Actually this humor has ever conducted by Martin and Kuiper (1999) cited in Martin (2007) who divided humor into 11 forms:

- a) **Irony** is a statement in the speaker expression by indicating the opposite in literal meaning to the intended meaning.

- b) **Satire** is an aggressive humor that is targeted to the social policy or institution.
- c) **Sarcasm** is an aggressive humor that is targeted to individual rather than the social policy or an institution.
- d) **Overstatement and understatement** are humor which changes the meaning of other person statement with another emphasis.
- e) **Self-deprecation** is humor which targets oneself as the object of humor. It is usually used to indicate modesty, therefore the listener feels comfortable.
- f) **Testing humorous** are humor which uses funny comment to remark the personal appearance of the listeners or their weakness. Unlike sarcasm which do not mean to offend or insult.
- g) **Replies to rhetorical question** are humor which uses questions, but it does not expect an answer, give an answer but it does not what the expectation is. Therefore it becomes funny because the intention has entertained the interlocutor.
- h) **Clever replies to serious statements** are serious statement which is intelligent, inappropriate, or unreasonable to answer serious statement. This statement is deliberately misinterpreted, so that the speaker's responses with a different intended meaning.

- i) **Double entendres** is a statement or word which deliberately generates double meanings, it is often sexual.
- j) **Transformations of frozen expression** are the expression which uses to change the famous speech, statement, or cliché.
- k) **Pun** is humor which uses words to generate another meanings, it is often in terms of homophones.

3. Accidental or unintentional humor

Humor produces accidentally or unintentionally in social interaction; therefore it can cause other people laugh. Even though this humor does not mean to be funny, but it appears unintentionally from people utterances or actions. (Wyer and Collins, 1992) cited in Martin (2007)

Moreover English literature professors Allen and Don (2000) quoted in Martin (2007) suggested that unintentional humor divided into two forms; physical and linguistic humor. *Physical form* is like minor accident, for example someone is slipping because of a peel of banana. Actually this event is startling and incongruous, it also honestly hurt and seriously embarrassed. Whereas accidental *linguistic form* is a humor which occurs in mispronunciations, misspellings, slips of tongue and some others error in interaction.

2.1.3.1 The Types of Humor

Based on Raskin (1985) cited in Kosa's research (2016) who stated that if everyone look at or listen about something, and then they laugh, it means that the person has already gotten a stimulus response event it is the audial or visual response which contains of funny things. Therefore Raskin (1985) suggested that there are six types of humor. Those are:

- a. Ridicule
- b. A humor as speaker's own expense
- c. Riddle
- d. Conundrum
- e. Pun
- f. Repression.

In addition, according to the types of humor, people may find various types of humor that are able to make them laugh, and create a funny stimulus response to someone in terms of memes. There are lots of memes which are usually posted on internet. When we try to read it and analyze it, sometimes the first impression that people will be gotten from a meme is a laughing stock. Beside the types which are proposed by Raskin (1985), apparently Attardo (1994) also suggested types of humor that is pun.

2.1.4 Pun

Literary devices (2018) interprets that pun is a play of words capable in producing effect and indicating two or more related meaning or exploiting the similar sound of the words. Actually pun is one of the theories which are proposed by Attardo (1994) about the analysis of pun, who stated that pun is one point of linguistics and humor studies. Ordinarily pun based on *paronyms* (phonically is similar, but the unit is not identical), *homographs* (graphically is identical), and *homonyms* (phonically and graphically is identical). Attardo also makes taxonomy of pun, such as:

- a) **Taxonomy based on linguistics phenomena** such as homonym, antonym, polysemy, and soon.
- b) **Taxonomy based on surface structure** which aims to measure phonemic distance in pun
- c) **Systematic taxonomy based on the most general linguistics categories**, it is usually used to distinguish both paradigmatic and syntagmatic axes on the top level of classification.
- d) **Eclectic taxonomy** (Krikmann, 2006)

2.1.5 Cooperative Principle

Cooperative principle is a principal that gives contribution of conversation as a stage of doing conversation, it should have the same direction and purpose which is accepted in talking something, and you are engaged in it. The principle is built by the philosopher

Paul Grice to expect every conversational partner that is able to cooperate with four maxims in communicating, this principle also called as “Gricean Maxims”.

2.1.5.1 Maxims

Based on Oxford learner’s pocket dictionary 4th edition maxim is the expression of general truth or rule of behavior, whereas Utami (2016) suggested that *Grice Maxim* is cooperative principle that should be obeyed to be an effective conversation. Actually Attardo (1994) has ever conducted research on violation of pragmatic maxims in jokes which is proposed by Paul Grice. Attardo stated that jokes involve the violation of maxim, convey and contain of information without a clear noise. (Krikman, 2006) Based on Yule (2010) Grice gives support to this principle into four maxims which is called as “Gricean Maxims”, those are:

- a) **The quantity maxims:** cooperative principle which gives contribution of information which is not more or less than required. It only gives a part of necessary information.
- b) **The quality maxims:** cooperative principle which proposes the fact or truth by proposing the significance proof. The speaker just shows what they are believes.

- c) **The relation maxims:** cooperative principle which is relevance between the question and the answer. It may be given through a code.
- d) **The manner maxim:** cooperative principle which directly answers the question without any ambiguity. It should be clear, brief, and orderly.

2.1.5.2 Non-Observance of the Maxims

Non-observance of maxims is the condition in which the speaker fails to observe the maxims; therefore it makes a distinction between what the speaker says and the hearer means. Sometimes *implicature* (conveys meaning) appears to catch the implicit meaning of the speaker's utterances. Grice divides five types of non-observance maxims, those are:

A. Flouting of The Maxims

Frankly the speaker fails to observe the maxims at which the speaker does not mean to deceive and mislead the hearer. Here the speaker wants to improve the hearer intention to the implicite meaning in his utterance. Grice (1975) cited in UKessay (2013) called it as a "Conversational implicature", and the way to produce the implicature is called "flouting maxim". Only if the speaker and the hearer have the same background knowledge, it will be easy to achieve implicature in interpreting knowledge.

Flouting of the maxims divides into the specific categorize, those are:

a) Flouting necessitated by a clash between maxims

This flouting maxim occurs when the speaker clashes between two maxims, it usually clashes of maxims quantity and quality. Usually the speaker cannot indicate the truth of quality maxims in what the speaker means, it because the speaker is not sure or lack of evidences, therefore the speaker flout maxims of quantity in which the conversation is not informative. (Adinda, 2012)

b) Flouting which exploit a maxim

Flouting which exploits a maxim divides into four categories, those are:

- 1) **Flouting the quantity of maxim:** the speaker give more or less information which means the speaker does not completely fulfill the information, the function of flouting the quantity of maxim such as irony, hyperbole, metaphor, etc. (Grice, 1975) quoted in (UKessay, 2013)
- 2) **Flouting the quality of maxim:** the speaker fails to represent his information to the hearer, therefore the hearer difficult to understand the intended meaning of the speaker's utterances. (Grice, 1975) quoted in (UKessay, 2013)

- 3) **Flouting the relation maxim:** the speaker flouts this maxim by changing the topic, therefore it makes the conversation is not suitable. (Levinson, 1983) quoted in (UKessay, 2013)
- 4) **Flouting the manner maxim:** the speaker says unclear information too long and ambiguous information.

B. Violation of The Maxims

The second types' of non-observance maxims is violation of the maxim. It is the condition when as if people tell the truth and honesty to hide their untruth. Usually people use violation maxims to break four maxims of cooperative principle in his conversation, because they do not want to tell the truth. Finally it makes miscomprehension, because the hearer believed to what the speaker said. (Adinda, 2012)

C. Infringing of The Maxims

Infringing of the maxims occurs when the speaker does not have perfect knowledge or performance in language, such as Indonesian people who try to learn English language as their second language and talk to native speaker, they may not understand the native speaker means, and therefore it may imply different case of implicature and social knowledge. (Thomas, 1995) quoted in (UKessay, 2013)

D. Opting Out of The Maxims

Opting of the maxims appears when someone intentionally uses maxim to keep some important information because of ethical or legal reason, for instance a doctor who is asked by police to give information about his patients, the doctor chooses to keep all of his private information about his patient as hospital procedure. Most of doctors will use maxims to keep this private information. (Dornerus, 2006) quoted in (UKessay, 2013)

E. Suspending of The Maxims

Suspending of the maxim happens when people mention words or sentences which are not suitable or *taboo*. Usually it occurs when people mention the case of names, places, or things. The culture, place, time, and situation also influence of suspending maxims, usually the hearer does not want to hear more explanation from the speaker, because the hearer actually know about what the speaker means, sometimes the speaker will use pronoun to change the *taboo* thing. (Adinda, 2012)

2.1.6 The Concept of Internet Meme

Actually the researcher refers to this type of meme as an “Internet meme” in order to specify the terminology. Shifman (2014b) quoted in Yoon (2016) defines Internet memes as “(a) a group of digital items sharing common characteristics of content, form, and stance, which (b) were created with awareness of each

other, and (c) were circulated, imitated, and transformed via the Internet by many users” (p. 41). In a similar vein, Davidson (2012) cited in Yoon (2016) states that the uniqueness of Internet memes is “the speed of their transmission and the fidelity of their form” (p. 122). According to Davidson (2012), three components of Internet memes are “the manifestation, the behavior, and the idea” (p. 123). The manifestation indicates that Internet memes are external, observable phenomena.

Therefore it will be interesting topic if we discuss about internet meme, in which this phenomena have been worldwide, until there are communities which produce memes. One of these communities does not only focus on memes which contains of jokes but also updated new information, and knowledge which is very global. Besides having globalized, this community also has a slogan which says *Go Fun the World*. We may easily find this community in the internet website which is usually called as *9gag*.

2.1.7 9gag Community on Instagram

9gag community is one of communities which contains of a joke posted on Instagram by the community itself. As we know that a joke has some types which represent its own meaning. We may use such kinds of humor types to criticize something, to describe your mind, or just for fun. Recently 9gag Instagram has around 44

billion followers; they have posted some pictures and videos around 15389.

Albin (2014) stated that this community was created in 2008. This website also consists of some users in the world; they may post any photos, movies, or even short stories which are able to be accessed by anyone around the world. Actually this website is different from social network. This is because 9gag community focuses on producing a post, not to the profile of the users. Most of posts are memes or comics which are delivered in English language.

Moreover the post and also online production focuses on 9gag community. The special of 9gag website is the post which contains of memes and comics, otherwise based on Dennett's theory on 1990 suggested that the theory of meme which indicates a social production and also cultural transmission of concept and idea, then the comic is based on *rage faces*, which is easily understood by internet users and represents their emotion. 9gag community also has a communication code to ease for all of users which always increases.

To gain this purpose, the creators and also 9gag users use English language in order to spread widely in the world. Moreover, the posting which is published in English language, apparently reach more society. Some users have already tried to communicate in another language such as Spanish, German, or French, but

unsuccessful and unable to attract the readers. Especially, it is because of the system of publication which is not suitable. Therefore, this community built a system to organize each post in three categories of publication page, those are:

- *Hot Page* is the most popular post that collected from 9gag users.
- *Trending Page* is the collection of some posts in the voting process; this post still needs more vote to publish in the first page even though it already has popularity.
- *Fresh Page* indicates posts which are directly published by 9gag users, this page through some votes since it was given in the first process of vote.

9gag community has a complex culture element which may be accessed by all of users in the world. It also has a restriction that the language used only *Anglo American* language. Every post which is produced in others language will be criticized by 9gag users. The common posts which are usually posted is about women, gender issue, and specific ethnic or even nationality. (Albin, 2014)

2.2 Empirical Discussion on Previous Research

There are relevant previous researches who have conducted dealing with discourse analysis in humor language. Albin (2014) provides a study about a post which published on 9gag community to

know the way how the users of this website negotiate the varieties by using shared references.

Albin focused on the study of pre-discourse, semantics, and pragmatics. This research used Paveau's theory (2006) about pre-discourse, Dannett's theory (1990) about meme and rangecomic, and Burke and Stets (2009) about identity. The research took 446 posts which are published on 9gag website between August and September 2012. Moreover he found three different categories of pages exist to organize posts. This research found that 9gag website is specifically targeted to the specific culture, social, and nation, 40% of the data published a discrimination agent toward man and women, the last 9gag users use the illustration of humor to invite people come to their online community.

The second research is conducted by Kosa (2016), this research used the theory of Raskin about six types of humor, the researcher only focused on ridicule. Another theory is Kress theory, Billing's theory, and Attardo's theory. This research consists of 15 data which is divided into 7 sub chapters, 5 from 7 sub chapters can be categorized as ridicule in meme of 9gag. This research found that; the relation between pictures and text indicated the depiction of ridicule, all of the data are actually expressing the communication skill of each people in social life regardless it expressed in ridicule ways, and ridicule according to the data is a significant role in social life.

The other study is conducted by Yoon (2016), in this research applies critical discourse analysis which combines with the multimodal discourse analysis. When he began this research, he found that the majority of internet memes which talk about racism (conserving the different color of skin, and mocking people who has different skin color) and deny structural racism. Moreover he argued that the challenging of color through critical discourse analysis on internet and created counter meme that will improve students' critical awareness about the problem of racial.

CHAPTER III

FINDING AND DISCUSSION

This chapter will discuss about finding and discussion. The finding of the data collection from meme 9gag posts on Instagram with impression and opinion of the readers, and also the discussion of the result of analysis the data, this part will explain each point in detail:

3.1 Findings

From lots of meme posts on Instagram is not always consists of types and forms of humor, therefore the researcher have to select the meme posts which includes types and forms of humor. The researcher found 45 data on selected meme posts from May 2017 up to April 2018 in 9gag Instagram which contain of sarcasm and satire forms and then pun and satire types of humor, and also some maxims of cooperative principle. Apparently the researcher found 2 data as satire, 15 data as sarcasm forms of humor that is proposed by Martin (2007). Another data is type of humor which is proposed by Raskin (1985) is *pun* and *ridicule*, and the researcher found 5 as pun and 2 data as ridicule. Moreover there are 21 data as kinds of maxims of cooperative principle which is proposed by Grice (1991) in some selected meme posts in 9gag instagram.

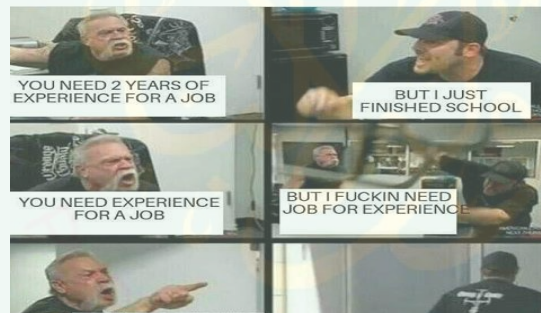
3.1.1 Humor Analysis Based on Forms of Humor

Humor is a funny stimulus response gotten by someone based on hearer or sight. Based on Martin (2007) humor has 11 forms, here the researcher only focus on both *satire* and *sarcasm* form, and those are the explanation in detail:

a) Satire

Martin (2007) stated that satire is an aggressive humor that is targeted to the social policy or institution. The researcher found 2 data as satire on selected meme in 9gag post on instagram, those are:

Datum 1



Source:

9gag Instagram, April 21th, 2018

Actually this meme is *satire of spontaneous conversation humor* for every director of companies who often gives requisite two years experiences for a job to the job applicant. It usually happens for new graduation students who are looking for a job; therefore this meme is created to tease them by giving some conversation that uses grammatical correctly, such as:

Owner : “You need 2 year of experience for a job”

Job applicant : “But, I just finished school”

Owner : “You need experience for a job”

Job applicant : “But I funckin need job for experience”

Owner : “No, you need experience for job”

So that most of company asks to the job applicants having two years experiences minimum, the fact that the job applicants try to get an experience by applying for a job to the company but most of company ask the same thing, therefore it will be difficult for the job applicants to get experience, how can they gets an experience if almost all of the companies ask the same thing, whereas they just finished their school.

Datum 2



Source:

9gag Instagram, April 27th, 2018

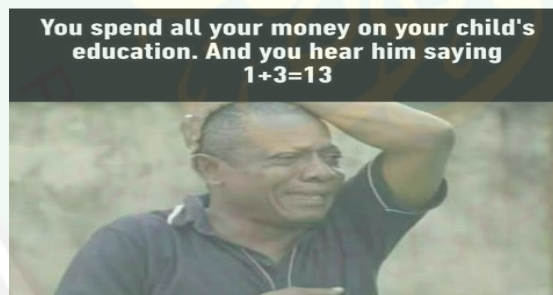
Apparently this meme is one of *satire forms of spontaneous conversation humor* to FBI (Federal Bureau of Investigation). It is one of central investigation agency in United States which is built in 1908 under the ministry of justice. FBI center is located in

Washington DC. This agency is built to fulfill the desire of Theodore Roosevelt president in combating all of crimes. (DMCA, 2014) Therefore this meme is created to tease FBI agency which may be spying on you. The sentence that is used does not follow grammatical rule, but it is easy to understand. It should be “when you drop your phones while FBI is spying on you, they will hurt their ears”.

b) Sarcasm

Sarcasm is an aggressive humor that is targeted to individual rather than the social policy or an institution. (Martin, 2007) the researcher found 15 data as sarcasm, those are:

Datum 1



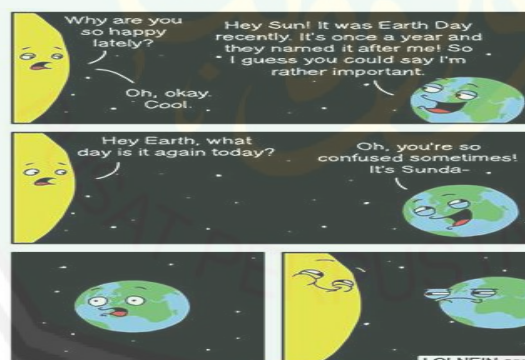
Source:

9gag Instagram, April 2th, 2018

In this case, the humor creates in this meme is *sarcasm of spontaneous conversation humor* for a child who are not serious in studying at school. It is the sadness of a parent when asks his child about mathematic $1+3$, but his child answers 13 at which the child

should answer 4. This condition makes parents very sad, because they have spent lots of money to pay school fee, but his child is still stupid. It is also supported by the expression of a man as a parent who cries while holds his chest and head, because he is disappointed with his child where he was hard work to look for lots of money to his child in order to study hard and become a smart person. Yet he feels sad, because all of his struggles are replied by disillusionment. The sentence used on this meme does not obeys the grammatical rule such as the words “and” should not mention in the first sentence, it must be “you spent all your money on your child’s education, and you hear him saying $1+3=13$.” (Azar, 1999)

Datum 2



Source:

9gag Instagram, April 23th, 2018

The humor in this meme is the way how the language used in this meme as *sarcasm of spontaneous conversation humor*. This meme told about the conversation between sun and earth, the sun asks to the earth “why are you so happy lately?”, actually the reason is because the earth thinks that earth is more important than the sun,

because it has *Earth Day*, and then the sun asks the earth again “what day is today?”, after that the earth says that “it’s *Sunda-* which means Sunday (the first day in a week), in another way the earth is making joke to the sun by saying Sunda- which means sun+day (the day for the sun). Therefore this joke categorizes as satire, because of mutual sarcasm between the earth and the sun.

Datum 3



Source:

9gag Instagram, March 7th, 2018

In this case, the meme is also *sarcasm forms* for a fat woman, the picture shows a woman who is bringing a test pack (a tool for checking a pregnancy) and looking at the test result, whereas the result says that she is fat by sad expression.

Datum 4

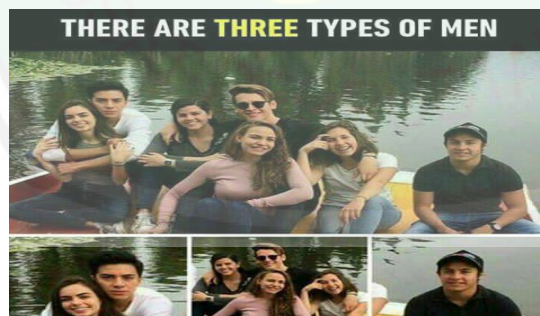


Source:

9gag Instagram, April 9th, 2018

The other way of *sarcasm forms* of meme which teases of fat person, the text said that "I can create happiness for myself", means that someone who really wants to have 45 weight, and then he creates his happiness and makes a deceit by checking his weight with a calculator and giving 45 number.

Datum 5



Source:

9gag Instagram, November 26th, 2018

This meme is *sarcasm* for a man who has three types by using a simple sentence, the first type is single, the second types

have one girlfriend (loyal), and the third man is playboy who has three girlfriends.

Datum 6



Source:

9gag Instagram, July 6th, 2017

This datum shows a moment which happens in a house, one day a child forget to wash her fork in the sink, therefore her mother satirizes by saying “When I die, then you will realize”, it did in order to realize her child to wash the fork in the sink. As we know that mother always does everything at home such as washing clothes, cleaning the room, cooking food, ect. But as a good child we supposed to help our parent, at least washing our own clothes and plate or spoon after eating, cleaning room, and soon to soften our parent’s work, so that this datum categorize as *sarcasm of spontaneous conversation humor*.

Datum 7



Source:

9gag Instagram, April 25th, 2018

This meme is called *sarcasm*, because it targeted to woman who often said “Just order for yourself, I am not hungry” when she is going to the restaurant or cafe with her boyfriend, but when her boyfriend order a food just for himself, his girlfriend tastes his food lots, it means that she is actually wants to eat food that is ordered by her boyfriend. This is way this restaurant makes one extra menu for *My girlfriend is not hungry, we double your fries and extra and add 3 extra onion rings* with the price 3.29\$. It means that this meme wants to say “a woman is not consistence with her utterance”.

Datum 8



Source:

9gag Instagram, April 16th, 2018

This meme is *sarcasm of spontaneous conversation humor* for Mark Zuckerberg, he is the CEO and founder of facebook which is reported that facebook leaked private data of the users to Cambridge Analytical. (Yuslianson, 2018) Therefore this meme teases Mark that he will remember your “birthday” which is written in abbreviation “B-Day”, even though the others one is not remember it. (Yule, 2010)

Datum 9



Source:

9gag Instagram, April 13th, 2018

This meme is also *sarcasm of spontaneous conversation humor* for Mark Zuckerberg (the CEO and founder of Facebook) who is reported that Facebook leaked private data of the users. (Yuslianson, 2018) This meme said “When you are on Facebook and you forgot to tape your webcam”, therefore it is said “Oh, hi mark”, and because it teases that Mark is spying on you, because you forget to tape your webcam and he may be prying on you through your webcam, because Mark is one of the important person who is able to access everything in Facebook.

Datum 10

When you sell the data of
87 million users of your website



Source:

9gag Instagram, April 13th, 2018

Another meme which is *sarcasm* to Mark Zuckerberg, this meme based on the phenomenon of leaking private data of Facebook users. In this meme, the creator writes that “When you sell the data of 87 million users of your website” and showed a picture of Mark by the caption “Zuccerman”. Yuslianson (2018) wrote in Liputan6.com that 87 million data of Facebook users was leaked.

Moreover it is the reason why this meme is posted, because it is directly as a form of disappointment against Facebook owner, especially for Mark.

Datum 11

Facebook CEO Mark Zuckerberg
A friendly reminder that Mark Zuckerberg tapes over his Webcam and microphone on his own computer.



Source:

9gag Instagram, April 13th, 2018

This meme is also as a form of *sarcasm* for Mark by writing “Facebook CEO Mark Zuckerberg, A friendly reminder that Mark Zuckerberg tapes over his Webcam and microphone on his own computer”, which means that Mark as one of the important person in communication technologies such as Facebook and as a founder of social network who collects billions of netizens personal data every day, so that he knows lots of the users’ private data. Therefore he must keep all his data well, in order to be not abused by the other people who are not responsible. This meme is created after Mark posted his photo in his personal Facebook page by the caption “Thanks to everyone in our community for helping use reach this milestone!” with 500 billion likes, because he would like to

celebrate the number of monthly active Instagram users who reached 500 million that he has gotten. At first, based on Chris Matyszczyk cited in Bohang (2016) Mark gave cellophane tape on his camera and jack audio of his laptop, because he remembered FBI director's, James Comey, advices that people may close their camera lenses and audio jacks to avoid hackers. Due to some big snapper hackers are able to monitor a person's activity through a webcam embedded in the laptop screen. Moreover this meme also teases of Mark's paranoid. (Bohang, 2016)

Datum 12



Source:

9gag Instagram, April 13th, 2018

Datum 13 is also one of *sarcasm* to Mark Zuckerberg as CEO and founder of Facebook, this meme as if Mark says “I did not do anything come on man, please believe me. It is your daughter’s birthday for Gods sake” and then Mr. Nelson as one of senator answers “How did you know that?” this picture is taken in process of congress in Capitol Hill, Washington DC, United States.

(GuardianNews, 2018) During five hours in the conference room, Mark Zuckerberg gets lots of questions from Senators and members of the House, the topics of discussion are around private policy, Russian, algorithm, up to monopoly. (Bohang, 2018) The sarcasm is in term of the sentences in meme as if Mark knows everything, such as the birthday of Mr. Nelson's daughter.

Datum 13



Source:

9gag Instagram, April 13th, 2018

Another datum which aims to tease Mark Zuckerberg, this meme tells about one event when a lover couple has broken up in the message that makes them sad even the man and the girl, and then Mark is also sad. As if Mark knows everything, including the problem of this couple, so that this meme draws Mark sadness.

Datum 14

When someone sends a funny meme on Messenger



Source:

9gag Instagram, April 13th, 2018

Another meme which is sarcasm to Mark, this meme says “When someone sends a funny meme on messenger” while laughing, it also makes Mark Zuckerberg laugh. Different with the previous meme where Mark looks sad, but here Mark looks happy because other people are happy. This meme illustrates that Mark knows everything about another people activities, when people feel sad Mark will be sad, otherwise if people is happy Mark will be happy. (Bohang, 2016)

Datum 15



Source:

9gag Instagram, April 13th, 2018

Datum 15 is the other meme which is sarcasm to Mark Zuckerberg. This meme says “Someone with this haircut has a 100% chance know everything about you”, as we know that Mark is the important one of social network in the world, therefore he has a 100% chance, because he knows billions of private data of Facebook users. (Bohang, 2016)

3.1.2 Humor Analysis Based on Types of Humor

The type of humor based on Raskin (1985) consists of six types, but the researcher only found two types, those are:

a) **Ridicule (mocking)**

Based on Raskin (1985) cited in Kosa (2016) stated that the term of ridicule is making fun by giving a little bit humor, it usually adds mockery that maybe make people discomfort. Even though ridicule often makes someone feels bad or discomfort, but it is still entertaining and laughable. The researcher found 2 data as ridicule, those are:

Datum 1**Source:**

9gag Instagram, January 20th, 2018

This meme underestimates girls who has height under 155cm are not girl, they are Pokemon. As we know that Pokemon is the title of anime movie which is popular in 1990 era, at the beginning of this movie is a video game which is created by Satoshi Tajiri. This movie is success, therefore one character of this movie that is Pikachu becomes the icon of this movie, Pikachu has short body, cute, and yellow color. (Pratiwi, 2017) Therefore this meme is categorized as ridicule, because it mocks girls who has height under 155cm and compare it with Pokemon as one of character of anime movie.

Datum 2



Source:

9gag Instagram, February 12th, 2018

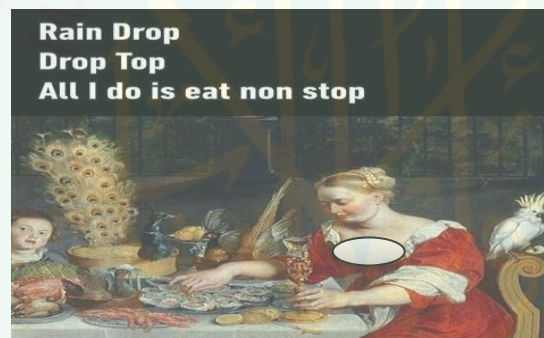
This meme is cooperation among parent, boyfriend, and brother when they look at us. When our parents look at us, they look like a diamond how beautiful it is, but when our boyfriend looks at us, he looks like a princess Rapunzel. She is the character of *Tangled* cartoon from Disney. This film is the new version of *Rapunzel* which is directed Nathan Greno and Byron Howard. Rapunzel is a princess who has long gold hair which is miraculous and beautiful voice. Rapunzel is stolen by Gothel (an old wizard who just wants to take advantage of the magic of rapunzel hair to make her stay young), during 17 years old Rapunzel never goes out from a tall tower which is located in strange forest, she just spent her time to paint and play with her friend Pascal (a cute and active chameleon). This fairy tale ends with happy ending where Rapunzel comes back to her parent and meets a prince who is called as Flynn, therefore she is happily ever after. (Rangga, 2010) Moreover when our brother looks at us, he compares us with a cow, where some

people often fight with our brother. Therefore it creates a funny thing when someone looks at us in different view.

b) Pun

Pun is one point of linguistics and humor studies. Ordinarily pun consists of paronyms, homographs, and homonyms. (Krikmann, 2006) The researcher found 5 data which is categorized as pun on selected meme of 9gag post on instagram, those are:

Datum 1



Source:

9gag Instagram, September 13th, 2017

This datum is categorized as pun, because it consists of taxonomy which based on linguistics phenomena of homophones. (Krikmann, 2006) Homophones found in this meme are the word *drop*, *top*, and *stop* which has different written form but similar pronunciation. (Yule, 2010) The way to read the word “Rain drop, drop top, all do is eat non-stop” is little bit similar one to each other, therefore it may derail our tongue when we pronounce it.

Datum 2

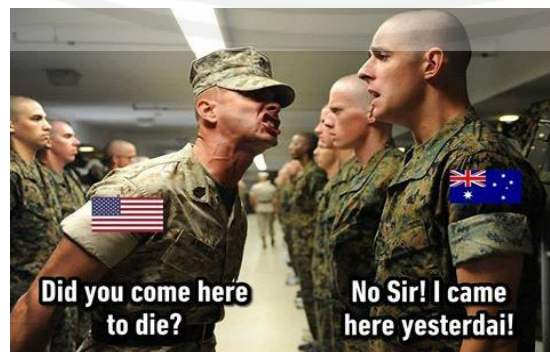


Source:

9gag Instagram, July 31th, 2018

This meme is also categorized as *pun*, because it consists of *taxonomies based on linguistics phenomena* that are homonyms. (Yule, 2010) The use of the word *fool* often appears in this meme, but each *fool* words has two or more unrelated meaning, such as the first word of fool means stupid (adjective), the second word means verb of deceive, the third word means stupid person (noun), and the last word means an active form of verb fool by using present continuous which means on going that they are fooling you.

Datum 3

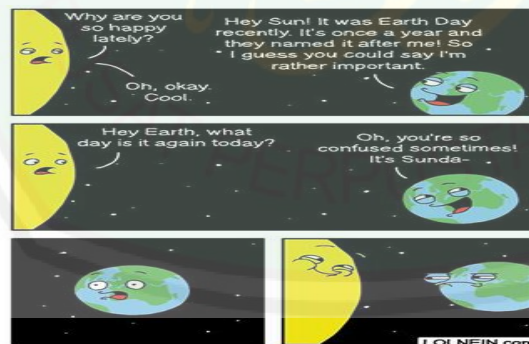


Source:

9gag Instagram, December 5th, 2017

This meme also categorized as *pun*, because the use of the word *to die* and *today* consists of *taxonomies based on linguistics phenomena* that are homophones. Here the American asks “Did you come here to die?”, but the English army heard that the American army says “Did you come here today?”, therefore the English army honestly answers “No Sir! I came here yesterday!”, here the word *to die* and *today* has similar accent, in British accent for the word *today* is /tə'deɪ/ and *to die* is /tə daɪ/, (Oxford fourth edition, 2011) in American accent for the word *today* is /tə'deɪ/ and *to die* is /tə daɪ/, (Longman, 2000) it usually called as homophones. (Yule, 2010) Moreover this meme creates humor, because of the similarities accent of the word *to die* and *today*.

Datum 4



Source:

9gag Instagram, April 23th, 2018

This meme creates humor by the similarities of the word *Sunday* and *Sun Day*. This meme tells about the conversation between sun and earth, the sun asks to the earth “why are you so

happy lately?”, actually the reason is because the earth thinks that the earth is more important than the sun, because it has *Earth Day* and lots of people celebrate it. And then the sun asks the earth again “what day is today?”, after that the earth says that “it’s *Sunda-* which means Sunday (the first day in a week or the day before monday), in another way the earth is making joke to the sun by saying *Sunda-* which means sun+day (the day for the sun), at which is not only Earth Day but also Sun Day is present. Therefore this joke categorizes as pun because it consists of taxonomies based on linguistics phenomena that are homophones of the word *Sunday* and *Sun Day*. (Yule, 2010)

Datum 5



Source:

9gag Instagram, January 10th, 2018

In this case, the meme shows that routine some people begin to celebrate their birthday by giving a cake. This meme is categorized as pun, because it occurs toward the numeral of 4 become the word “for” not “four”. The internal factor of the word

“My dad did not have 19 candles, but he had a 4. So he said **this cake is 4 your birthday...**” is an abbreviation of the word “for” in numeral form, so it becomes *4 your birthday* which means *for your birthday*. Beside that the word *for* and *four* has similar pronunciation, it is usually called as homophones in taxonomies based on linguistics phenomena. (Yule, 2010)

3.1.3 Maxims of Cooperative Principle Analysis

The researcher found 21 data which are categorized as kinds of flouting, violation, and adherent maxims that concerned with cooperative principle of *Gricean Maxims* theory in meme 9gag post on instagram from May 2017 up to April 2018.

Datum 1



Source:

9gag Instagram, January 9th, 2018

This text created in meme consists of two people between the doctor and patient and three sentences convey in this conversation. Here, the doctor apologize to the patient because he is late, but the patient who is being treated by the doctor gives a response “it’s ok”

and explains that he is a patient, even though the doctor did not ask yet. The patient should response only “it’s ok”, because it is the relevance response to the apologize statement, or the patient is able to response it by saying “never mind” in order to make an effective conversation and follow the cooperative principle. Therefore it is categorized as a *quality maxim*, because the second speaker (patient) speaks truthfully and never contributes false beliefs with his statement. Yet the patient violated *quantity maxims*, because the second statement of patient’s response is not suitable with the doctor statement. Actually the doctor has known that he is the doctors’ patient, because he came to the doctors to consult or cure his illness. Humor created in this meme is the second statement of patient which violated *the quantity maxims*, and made the conversation did not effective yet.

Datum 2



Source:

9gag Instagram, February 2th, 2018

The second picture is also one of *non-observance maxims of cooperative principle*. This meme consists of two pictures of a man and a woman, a man asks a woman “are you single?”, but the woman answers the man question by saying “No. I’m album”. Actually the man question is not asking about who is she, but asking about the women’s status, she supposed to answer “No, I am not” or “Yes, I am single”. So that it is categorized as a *flouting maxims of quantity*, where the woman flouts cooperative principle of *quantity maxims* by not talking about the contribution as informative as needed and conveying a part of necessary information. This meme is also *violating maxims of quality* by answering untruth and flouting that she is an album to hide her status. (Krikmann, 2006) The humor in this meme is delivered in the answer of a woman which is not suitable in the man question, even though she has answered yes/no question well, but the next statement is not necessary utterance.

Datum 3



Source:

9gag Instagram, January 24th, 2018

The third picture consists of three old men who are walking on the sand while talking something;

A : “It’s windy today!”

B : “No, it’s Thursday!”

C : “So am I! Let’s have a beer!”

This conversation is not suitable, because the first man says that “it is windy today” which means to explain the weather, but the second man responds by saying “No, it’s Thursday”, actually there are no one who ask or make a statement about what day is today. Moreover the third man responded unsuitable correlation with two previous statements by saying “So am I! Let’s have a beer!”, actually the third man heard that the second man says *thirsty*, the truth that the second man says *Thursday*. The third man equates the word Thursday with thirsty, therefore he asks their friends to drink a beer, because he heard that his friend is thirsty. The fact that the word *Thursday* and *thirsty* has similarity of pronunciation, even though has different written form. It is usually called as homophones in Syntax. (Yule, 2010) The A and B speaker stated a fact, but both of them ignored the rule of text of thematic coherence. (Krikman, 2006) So that this meme is categorized as cooperative principle, because of violating any joke of *relation maxims* principle. The B speaker *flouting relation maxims of non-observance of maxims*, because of giving unsuitable response to the A speaker, B should

response “Yes, it is wind.” or “No, it is not wind.”, by stating both yes or no response will make the conversation more effective and suitable. Even though B speaker violated the *relation maxims*, but B speaker obeyed *quality maxims* by explaining truthfully about the day at that time that “It is Thursday.” Whereas the C speaker *flouting manner maxims*, because of giving an ambiguous and unclear response by asking to drink a beer, actually there was no relation between C responses with the previous speakers, properly C speaker ought to give approval or rejection to the A speaker.

Datum 4



Source:

9gag Instagram, February 8th, 2018

The fourth picture consists of two pictures of a man and woman, the woman gives a choice to the man that the man has to choose between her or the man’s video game by saying “It is me or your video games”, the man responses the woman request by saying a longer statement which means he feels difficulty to choose both his girlfriend or his video games. Obviously, the man has loved both

of them so much; therefore he is better to explain about their feeling than mention his choice. Yet here the man explained one request of the woman which is too convoluted, until flouts the cooperative principle of *manner maxims* that had better to be clear, brief, and orderly statement. (Yule, 2010) The man statement is also ambiguous which has two possible meaning, the first is that the man still chooses his video game than the woman, because he is disappointed and angry to the woman who did not support his hobby of playing video game. The man thought that the relationship between them will be broken because of the possessiveness of the woman, here the man blamed the woman by stating “I’m deeply concerned that you’d end our relationship over something so trivial” and “not because I’m choosing video game over you, but because you’ve displayed such a lack of respect in giving me this ridiculous ultimatum”. The second possibility is the man chooses the woman as his girlfriend, because he loves her so much by saying “you are obviously more important to me than some silly game”, even though he is disappointed to the woman treatment that did not support his hobby. Properly the man supposed to answer the clear statement such as “Of course I choose you.” or “Sorry, I choose my video game.” The two example statement more clear and brief, but the man follows the rule of cooperative principle in *relation maxims*, because the man answer has connection with the woman question by

explaining his feeling, even though his answer is not clear and ambiguous.

Datum 5



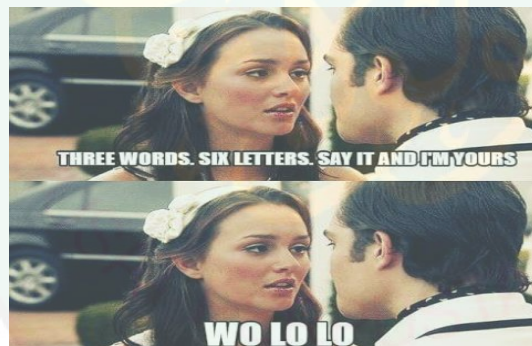
Source:

9gag Instagram, March 26th, 2018

Datum 5 shows the conversation between two men, the young man who is wearing blue shirt says “My dad told me you’re spying on us” to the Mark Zuckerberg, the man who is wearing gray t-shirt. He is CEO (Chief Executive Officer) and the founder of Facebook, where Facebook is reported having the abuse scandal of 87 million data of users that is leak for the sake of United States presidential election in 2016 by political consulting firm Cambridge Analytical. Because of this, Mark Zuckerberg, is called by senators in Capitol Hill di Washington, DC to confirm the truth of the issue about scandal of leaking the data of Facebook users. (Yuslianson, 2018) This is about the fact which currently happens, here Mark Zuckerberg responses by saying “He’s not your dad”. Actually Mark violated *quality maxims of non-observance maxims* because he did

not clarify the fact, if he is spying the young man, because Mark knew all of the information about that young man. Mark supposed to say “Yes, I am spying on you” or if it is not true just say “No, I am not spying you”. Apparently Mark wants to clarify to the young man that he knew everything about him, the man who is thought as the young man’s dad is not his dad. Here Mark obeys *relation maxims*, because his statement has interrelatedness with the statement of the young man. Therefore this meme occurs after the scandal of the leak of the data Facebook users to the Cambridge Analytical, the funny thing gotten is that this meme is inspired from Mark Zuckerberg.

Datum 6



Source:

9gag Instagram, January 11th, 2018

Datum 6 consists of two speakers, a man and a woman. A woman gives a challenge to the man by saying “Three words, six letters, say it and I’m yours”, a woman asks the man to mention three words which consists of six letters in order to possess her. The man answers by saying “Wo Lo Lo”, this word usually uses in one

of strategy of online video game. The man obeys the *quantity maxims*, because he conveys a part of necessary information (Krikman, 2006) by mentioning a word which consists of three words and six letters and appropriates with the woman request. Yet the man flouts *the relation maxims of non-observance maxims*, because the man answer does not have a connection with the woman statement, it also flouts a *manner maxims of non-observance maxims*, because the meaning of the man words is not clear.

Datum 7



Source:

9gag Instagram, March 29th, 2018

This meme consists of one young man and one old man, apparently the young man is his grandchild. Young man said that “You still call grandma darling after all these years. What’s the secret?”, here the young man feels anxious to know how can his grandfather be intimate with his wife even though they were old. Some people will be dementia or memory loss when they are 65 years old. Usually dementia sufferers will have memory

depreciation and descent ability to think, difficult to understand something, also decrease of mental intelligence. (Kompas. 2018)

The grandfather seems over than 65 years old, and then he answers his grandchild question while smiling by saying “I forgot her name 3 years ago, and I am scared to ask her”. It means that grandfather was dementia since 3 years ago until he forgot his beloved wife’s name. Due to he is afraid to ask his wife’s name, so he uses an alternative name such as *darling* to call his wife. Usually people will use the word *darling*, *dear*, *baby*, *honey* to call his wife or girlfriend in order to be close one to each other. This conversation follows *relation maxims* because the grandfather answers his grandchild question well and also obeys *manner maxims*, because the statement is clear enough to understand. The humor creates in this meme is the reason of grandfather, the grandchild thinks that his grandfather is romantic to his wife by calling her *darling*, but the fact that he forgot his wife’s name and feel afraid to ask her name.

Datum 8



Source:

9gag Instagram, June 20th, 2017

In this meme a son apparently is asking his mom “Can my friends come over?” the mom answers “Yes, just clean your room first”. Actually the mother allows his son friend come to their home, but the son should clean his room first. After that the son calls his friend and says “Yeah... She said no” as if his mom did not allow his friend come, the fact that his mom allowed but he said that her mother did not allow them, because he did not want to clean his room. It means that he better chooses his friend does not come than he should clean his room. The mother obeys *quantity maxim*, because she directly answers his son question clears enough. But the son flouts *quality maxim of non-observance maxims*, because he did not say the fact to his friend that actually his mother allows his friend to come to their home, but he said that his mom did not allow. The humor created in this meme is the son laziness until he should lie to his friend, because he did not want to clean his room.

Datum 9

Them: What's better than hearing 'I love you'?
You: The "Kerrrr" sound that ATM makes when you're withdrawing money



Source:

9gag Instagram, August 6th, 2017

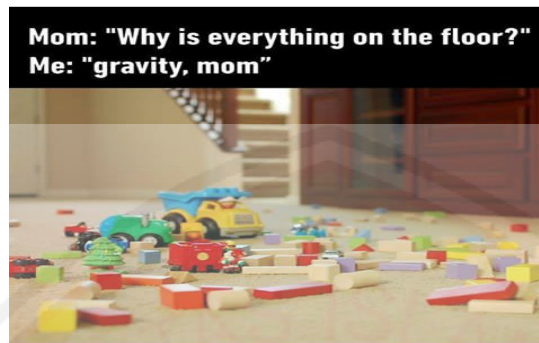
The meme compares a better thing than hearing the sentence *I love you*, as if someone responds by saying “The *Kerrrr* sound that ATM makes when you are withdrawing money” which means that there are the other thing that can make us happy than hearing the sort sentence likes *I love you* that is the *kerrr* sound of money when we take it from our ATM. The *kerrr* sound of money indicates that we have lots of money which some of people thinks that money is everything; moreover we may get everything with money including love. This conversation obeys the *quantity and quality maxim* because the answer is answered according to the question; the answer is truth and real. Due to some people thinks that we are able to buy everything with money, because money is a tool of buying and selling transaction. The statement also follows the *manner maxim* because it is directly and clearly answered, and the listener will easily catch the point.

Datum 10**Source:**

9gag Instagram, October 3th, 2017

This meme creates a joke by an advice. Some friends give an advice to his friend in order to diminish drinking alcohol by saying “You need to drink less” because more alcohol is not good for our body. Even though he did not answer his friend advice, the picture shows that he still drinks alcohol as much as one big bottle, he just puts a paper which is written a word “less”. This man flouts *quality maxim*, because he did not answer his friends’ advice but he responses by a silly thing that is drinking one bottle of alcohol and write the word “less” on the bottle. Actually we know that his friends mean that he may not drink an alcohol or drink less of alcohol, but he is doing the opposite thing.

Datum 11



Source:

9gag Instagram, May 30th, 2017

The datum shows a mother who is angry with her child because the toys spread on the floor. And then her son did not want to clean up those toys. The mother said “Why is everything on the floor?” after that the son answer “Gravity, mom”. Actually the mother asks why everything on the floor means that the son supposed to clean his toys after he finished playing them. Yet the son answer that it is gravity, where he is making gravity with his toys that are spread all over the floor. It was worth that a mother annoyed when she finished cleaning one room, but the room was dirty again, whereas she should do another thing such as washing clothes, cooking food, and preparing something. Even though the statement of the son obeys *quality maxim* where it is answered honestly and clearly, because the son thinks that he is still making gravity by his imagination of the toys. Yet the statement flouts *relation maxim of non-observance maxims*, because the son’s

answer is not what the mother means. The mother wants the answer likes “Yes mom I will clean the toys after this.” or “Yes mom I will clean my toys.” Even though the question is not yes/no question but it intends to yes/no question or an action.

Datum 12



Source:

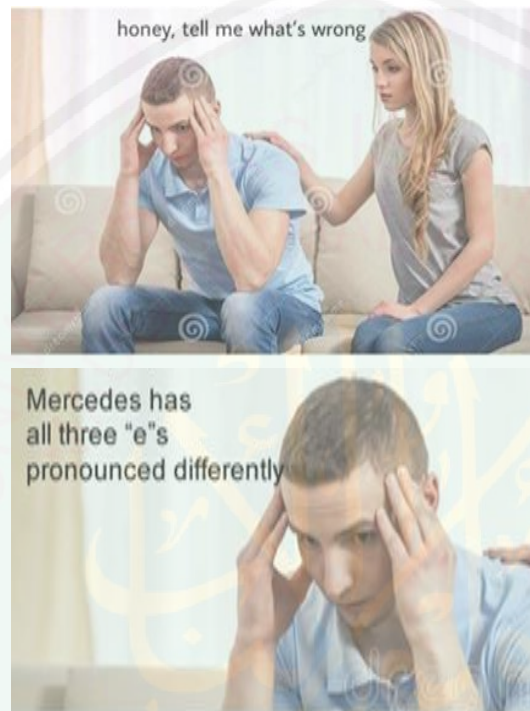
9gag Instagram, December 5th, 2017

In this case, data 13 is categorized as cooperative principle which violates *quantity maxim of non-observance maxims*, because the American army asks to the English army “Did you come here to die?”, the answer should be “No sir!”, it does not need more explanation likes what the English army did. As we know that America and English language have little bit different accent in some words, the English army heard that the American army says “Did you come here today?”, therefore the English army honestly answers “No Sir! I came here yesterday!”, here the word *to die* and *today* has similar accent, in British accent for the word *today* is /tə'deɪ/ and *to die* is /tə daɪ/, (Oxford fourth edition, 2011) in

American accent for the word *today* is /tə'deɪ/ and *to die* is /tə daɪ/, (Longman, 2000) it usually called as homophones. (Yule, 2010) The fact that both American and English follow capitalism ideology, two of this nation is hostile to fight the sway in some subjugated territory. Yet it also obeys *quality maxim* when English army answers the question of American army honestly, he said that “No Sir! I came here yesterday”, the word *yesterdai* should be written *yesterday*. The fact that England is a famous and prosperous kingdom, England has ever colonized some nations such as Asia, Africa, Australia and America. The number of colonies is not less than 65 countries comprising 48 commonwealth countries and 17 are still colonies. America is one of British colony which is independent on July 4th, 1776. After the time of war English and France, generally America found their own identity, even though they still had flied British flag, but they said “*I am a Massachusetts man, a Virginia man, a Georgia man.*” (Norton and Mary, 1990:110) cited in Thias (2013) therefore this conversation also both violates and obeys *relation maxim*, it obeys because the English army heard that American army asks “Did you come here today” and the English army answers “No sir! I came here yesterday” means that both of them talk about the day. Yet it also violates *relation maxim*, because the American army asks “Did you come here to die?” but the English army answers unsuitable response, at

which America is the former of English colony that has been independent.

Datum 13



Source:

9gag Instagram, April 6th, 2018

This datum consists of two conversations between a man and a woman, a woman says to the man who is holding his head “Honey, tell me what is wrong?”, and then the man answers “Mercedes has all three “e” s pronounced differently”. Apparently the man’s problem is very odd that he thinks about three different pronunciation of an “e” letters in the word *Mercedes*. Mostly the consonant sounds are articulated through obstruction or closure in the vocal area, whereas the **vowel** sounds are commonly produced via a relatively free flow of air. In phonetic symbol we may write

the word Mercedes such as /mɜːsədis/, based on the terminology to describe vowel song such as “ɜ” in the *mid front* of mouth, vowel “ə” in the *mid central* of mouth, and then vowel “i” in the *high front* of mouth, because the sound is produced with the front part of the tongue in the raised position. In this conversation the man obeys the *quality maxim*, because he honestly says that *Mercedes* has three different pronunciations because of the articulation place of pronouncing it. He also follows *manner maxims*, because his response is not ambiguous and clear.

Datum 14



Source:

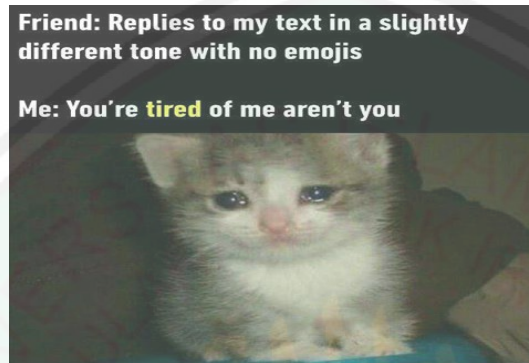
9gag Instagram, April 11th, 2018

This meme consists of conversation between a doctor and grandmother whose name is Mrs. Smith. A doctor said “Hello, Mrs.

Smith how is your back”, actually she asks about Mrs. Smith condition, and then Mrs. Smith answer “It hurts when I get up in the morning”, here Mrs. Smith explained that she felt uncomfortable with her back when she get up in the morning. Yet the doctor makes a joke by saying “Get up at noon then”, simply the doctor means if Mrs. Smith felt hurt when she gets up in the morning, she may not get up in the morning but get up at noon, so Mrs. Smith will not feel hurt in her back. Actually Mrs. Smith’s answer obeys *quantity and quality maxims*, because her answer is appropriate with the doctor question and honest, because she feels that her back is hard whenever she gets up. Mrs. Smith also follows *relation maxims* where her statement has the correlation with the doctor question about her condition as a patient, and also *manner maxims* because Mrs. Smith directly and clearly answers it. Yet the doctor’s response flouts *manner maxims* because she did not give Mrs. Smith a right solution of Mrs. Smith problem. She supposed to explain for example that Mrs. Smith feels hurt in her back probably is caused of her sleeping position. Based on Nurul (2016) explained that a person who has back pain when they get up may be a chronic problem with posture or sleeping position. Secondary causes of back, shoulder, and neck pain includes stress and anxiety of something that are able to make tense of the muscles and make the sleeping position curl.

Therefore the patient should choose mattress or bad, pillow, and good position of sleeping well.

Datum 15



Source:

9gag Instagram, July 12th, 2017

Datum 15 shows that someone often miscommunication when people write messages in What Sapp or other social network without *Emojis*, when A writes “Please help me preparing auditorium room for meeting tomorrow”, to her friend called B, but B answer “No way” without any *Emoji*, therefore A feels sad, actually B just kidding, and B should write with *Emoji* likes “No way 😊” which means that B pleasure will help A, even though A does not say please help me, B will help A because they are friend. The data 15 shows that a friend said “Replies to my text in slightly different tone with no *Emojis*” and then me with a cat picture which is sad, said that “You are tired of me aren’t you?” which means she has ever got a message without *Emojis* and then she misunderstand with the messages that other people conveys to her. Sometime

people will be difficult to understand a message without *Emojis* which means they are sad or happy, serious or playful. Data 15 categorized as cooperative principle because it follows *quality maxims* where the statement “you are tired on me aren’t you” is honestly answered by someone who has ever felt that she got a message without *Emoji* and felt in different tone for instance happy became sad, and playful became serious messages. Moreover this statement obeys *relation maxims* because it has a relation between the message reply without *Emojis* with person who has ever gotten the message without *Emojis* then feels different tone.

Datum 16



Source:

9gag Instagram, December 20th, 2017

This meme proposes a person, who is frustration with the picture a man hold his hand such as being confused, therefore when someone says “Do you have any long-term goals?” he answers “just death” which means he did not know what should he do. This conversation violates *quantity maxims of non-observance maxims*,

because his statement is not appropriate with the question, he should answer yes/or in order to be an effective conversation, and then obeys *quality maxims* because he answers honestly according to his condition at that time. The statement “just dead” also follows *relation maxim*, even though it is not directly answered, but it indicates that he says “no” because he did not have any long term goals, because people who is dead, do not have life and purpose in their life.

Datum 17



Source:

9gag Instagram, October 25th, 2017

This meme is a conversation between mother and her daughter whose name is Jane, a mother asks her daughter's opinion about herself by saying “Am I a bad mother Jane” and then her daughter answer “My name is Sarah”, here her daughter explain about her name. Therefore Jane's answer violates *quantitative maxims of non-observance maxims* because it does not appropriate with her mother question, she supposed to answer yes/no, actually

the mother's question indicates yes/no question. Yet Jane obeys *quality maxims*, because she answers correctly and honestly that her name is Jane. Moreover Jane violates *relation maxims*, because the answer of Jane does not have any relation with the mother's question, the question is Jane's opinion about the mother, but Jane's answer is about her own name. The last Jane also follows *manner maxims*, because her answer is clear, brief, and orderly, even though it does not appropriate with the question. The humor created is in the Jane's answer which is not suitable with her mother's question.

Datum 18



Source:

9gag Instagram, October 7th, 2017

Datum 18 consists of a woman who is wearing light brown dress and a girl who is wearing pink dress. A woman says "Are you ok?" because a girl looks like moody, then a girl answers "Yeah", it can be seen in the picture that a girl does not have spirit to answer the question. After that a woman says "Are you lying?", because she does not believe with the first answer of the girl, apparently she is

right that the first answer of the girl is not convince, therefore she asks her again “Are you lying”, and then she answers “Yeah” again. Two of the question is answered “Yeah”, therefore it flouts *quality maxims of non-observance maxims*, because she did not give definite answer and appropriate with the fact. Yet it obeys *quantity maxims*, because of directly answers and appropriates with the question. Moreover the girl also flouts *manner maxims of non-observance maxims*, even though her answer is brief, but it does not clear whether she is fine or not.

Datum 19



Source:

9gag Instagram, June 30th, 2017

This meme consists of conversation which talks about activity during weekend, a friend asks his friend to hang out during weekend by saying “Do you wanna hang out with me during weekend?”, but the answer is “I have to rest for twenty hours a day” with koala picture. The fact that koala is mammal animal which is known as sleeping animal. Koala is able to sleep up to 18 hours each

day, when koala is not sleeping; koala will eat or move from one tree to another. Koala is able to jump as far as 150 feet or 45.72 meters from the top of trees. (kaskus.us, 2011) We may conclude that someone who always sleeps all day long until 18 up to 20 hour each day, they look like koala that is very lazy animal. This conversation violates *quantity maxims*, because the answer does not suitable with the yes/no question, he should say “yes” if he wants to hang out with his friend, and just says “no” if he does not want to hang out during weekend, therefore the conversation will be effective. Yet the answer obeys *relation maxims*, because it has a relation with the question, so his friend can conclude that he did not want to go hang out with him during weekend, because he wants to rest for 20 hours a day. Moreover the answer also follows *manner maxims*, because it does not ambiguous and easy to catch the meaning. The humor created in this meme is the answer of the question that someone will do the same thing with koala.

Datum 20



Source:

9gag Instagram, April 21th, 2018

Actually this meme is conversation between the owner of a company and a job applicant who is debating about jobs and experiences:

Owner : “You need 2 years of experience for a job”

Job applicant : “But, I just finished school”

Owner : “You need experience for a job”

Job applicant : “But I fucking need job for experience”

Owner : “No, you need experience for job”

Most companies ask to the job applicants having two years experiences minimum, the fact that the job applicants try to get an experience by applying for a job to the company but most of them ask the same thing, therefore it will be difficult for the job applicants to get experience, how can they get an experience if almost all of the companies ask the same thing, whereas they just finished their school. Actually job applicant flouts *quantity maxims of non-observance maxims*, because the response is not appropriate for the owner's statement, the job applicants should response directly yes/no or agree/disagree in order to be an effective conversation. Yet the job applicant obeys *quality* and *relation maxims*, because the response is honestly that the job applicant just finished school which means that he does not any experiences yet, therefore the response still has relation with the owner's statement. Moreover the job applicant also follows *manner maxims*, because the response is clear to catch the meaning. The second statement of job applicant obeys

quality maxims, because he thinks that people need job for experiences, honestly he suggests that every companies that ask experiences for a job is wrong, the truth is job for experiences, because it will be difficult for job applicant who just finished school if every companies ask experiences for a job. The job applicant also serves *manner maxims* by responding the owners statement briefly and clearly based on his opinion, even though giving a little bit emotion.

Datum 21



Source:

9gag Instagram, April 13th, 2018

This meme illustrates Mark Zuckerberg as CEO and founder of Facebook in congress in Capitol Hill, Washington DC, United States. This meme illustrates that as if Mark says “I did not do anything come on man, please believe me. It is your daughter’s birthday for Gods sake” to answers some questions of senators about Facebook such as GuardianNews (2018) of video post on youtube about the statement of Mr.Nelson as one of senator in congress said

“If you and another social media companies do not get your act and other, none of us gonna have any privacy anymore.”, and then in this meme the statement of Mr. Nelson and Mark is changed in order to create joke, the response become “How did you know that?”, therefore this conversation flouts *quality maxims of non-observance maxims*, because Mark does not honestly answer the question, but he just says that he will answer detail later. Actually in the video Mark has stated that “We did not take a broad view of responsibility, and that was a big mistake, and it was my mistake, and I am sorry. I started Facebook, I run it, and I am responsible for what happen here.” which means he regretted and apologized to all aggrieved parties. Moreover this meme also flouts *manner maxims of non-observance maxims*, because Mark’s statement does not clear and brief.

Based on classification of meme 9gag post through types and maxims violation of cooperative principle, the point is that on selected meme which is posted in May 2017 up to April 2018 has affected the readers to interest read the post, moreover it creates humor from the sight stimulus responses of the pictures and the words which intended to fall down in humor sense. This is supported by the result of questionnaire that has filled by some readers.

3.1.4 Readers' Impression and Opinion Analysis

The questionnaire is elaborated from the explanation of humor by Raskin (1985) cited in Kosa (2016) with the meme post in 9gag Instagram, and then shared to the readers in April 17th, 2018. To know the readers' impression and opinion about 9gag post, the researcher sent to 40 questionnaires to the respondents who follow 9gag community on Instagram and come from English department, but there are only 27 respondents who responded and answered it fully. As much as 27 data, the researcher is able to catch the point. This data gives the general explanation about the readers' background, impression, and opinion about 9gag post on instagram. Though all of data analysis in chapter 3, the researcher hopes that it is able to get the information of the readers' impression and opinion about 9gag post.

Datum 1 respondents' name

PERTANYAAN	TANGGAPAN
	27
Nama	
26 tanggapan	
Zeni Fitria Ningsih	
Rohmawati Salamun	
Ayu H	
oky cahyani prawisuda nursaid	
Aulia	
Ruri Septiani M.	
Luthfi	
Widya	
Nur Lailiyah	
nisa	
Fian Ayuna	
FIRNIA LAILATUL SYAKINA	

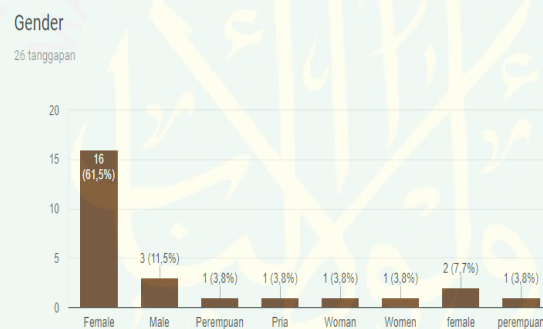
Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

The readers' name: AP, ZF, RS, AH, OC, A, RS, L, W, NL, N, FA, FL, VP, SN, HA, F, UV, KU, LI, P, MZ, AZ, B, MN, RA, NR

There are 27 respondents' name at which one of the respondents does not mention her name; therefore the name seems like 26 responses. Actually in this questionnaire the researcher did not ask respondent to write their full name, so that some of respondents write their full name, whereas some of them only write their nickname.

Datum 2 respondents' gender

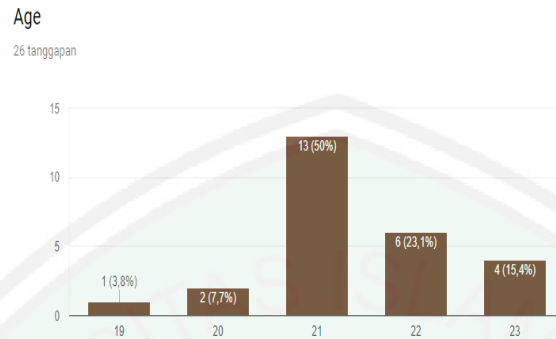


Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

Based on graphic the most common respondents are female than male, even though the data shows many classification of gender, actually it only female and male. Female, perempuan, and woman become one category of Female, and then Male, pria, and women become one category of Male. Most of the respondents are female than male.

Datum 3 respondents' age



Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

Based on this graphic, the majority of respondents are in 21 years old 13 respondents (50%), the second data 22 years old 6 respondents (23,1%), the third 23 years old 4 respondents (15,4%), and then 20 years old 2 respondents (7,7%), the other 19 years old 1 respondent (3,8%)

Datum 4 first question

1. Do you like humor? Give your reason! (Apakah anda menyukai humor? Beri alasanmu!)

27 tanggapan

Yes, I do. Humor gives kinda a rainbow into ur life. It wont harm u, sometimes it boosts up ur mood, if u get bored of ur life/dom just search some humors on youtube or maybe some memes. Laugh is needed! Humor is the medicine of ur boredom ☺

Yes, its funny

Yes, because it is amusing.

I like humor since there are many fresh things make us laugh. Sometimes it comes from our daily experiences.

Yes I like humor because it makes me laugh

Ya, karena menghibur

Menghilangkan stress

Yes. Cause my life is a joke.

Yes, humor for life

Yes because I can laugh with it.

Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

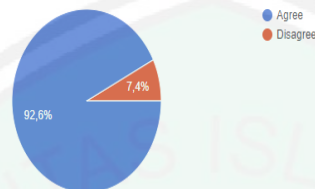
Twelve readers answered “yes, they like humor because it amuse, entertain, and make laugh, happy, and fresh”, two of the readers answered “yes, it is funny”, five readers answered “humor can relieve a stress, fade a bored, and increase our mood”, four readers answered “yes, because humor is a part of life”, MN as another reader answered “Yes, humor relax mind”, F answered “Yes, humor help to enjoy life”, HA answered “yes, humor brighten her life”, the other is B who answered “yes, he like humor but depends on his mood, situation, closeness, and culture.

The first question is about the readers’ opinion of humor whether they like or dislike and their reason. The question is “Do you like humor? Give your reason!” We may conclude that most of readers like humor, because of some reasons, it is found 21 readers’ answer the question by obeying *quantity maxim* because their answer is directly to the point of the question, they are yes/no question well and give a little explanation about their reason. Whereas the other only give their reason of loving humor, even though the other readers *violate quantity maxim*, but they still obey *relation maxim*, because their answer still has relation to the question by mentioning their reason of liking humor. Some of the reasons are like making laugh, relieving stress and boredom, making happiness and dispelling tiredness. Other reasons are entertain, relax mind, amuse, and make us laugh, etc. most of the reason about humor is positive thing according to the 9gag readers.

Datum 5 second question

2. Humor is a funny stimulus response gotten by someone based on hearer or sight. (Humor adalah reaksi rangsangan lucu yang diperoleh seseorang melalui apa yang didengar ataupun dilihat.)

27 tanggapan



Source:

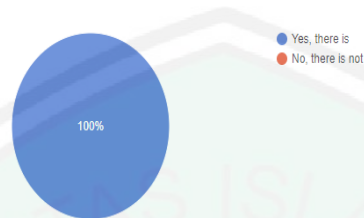
<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

The researcher gives a little definition of humor, that humor is a funny stimulus response gotten by someone based on hearer or sight. As we know that humor is drawn as something funny which may make us laugh. The result shows that most of the readers agree with the researcher opinion about humor, 25 of the readers agree with the definition of humor, and two of the readers disagree with the definition of humor, it may conclude that humor is our responses of a funny thing.

Datum 6 third question

3. Is there any humor created in 9gag posts? (Apakah terdapat humor dalam postingan 9gag?)

27 tanggapan



Source:

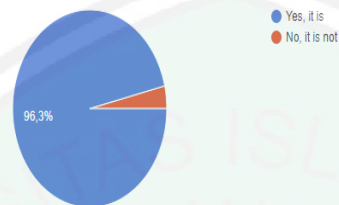
<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

The next question talks about the reader's opinion of 9gag post whether the posts include humor or not. The result of the third question is that all of the respondents (readers) say "Yes" to the third question; therefore it can conclude that all of respondents in this research have ever found humor in 9gag post, such as the answer of HA in the first question is "Yes, because humor in 9gag sometimes is funny". Actually it is also evidenced by the researcher in previous analysis about meme which consists of humor in terms of satire, pun, and ridicule (types of humor) and some violation maxims of cooperative principle.

Datum 7 Fourth Question

4. Is 9gag post interesting and funny? (Apakah postingan 9gag menarik dan lucu?)

27 tanggapan



Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

This question also asks about the readers' opinion about 9gag post whether it is interesting and funny for the readers. The result explains that 26 readers say that 9gag post is interesting and funny, and one of the readers disagree with the statement that 9gag post is interesting and funny.

Datum 8 fifth question

5. Do you prefer content of memes than videos and pictures in 9gag posts? Give your reason! (Apakah anda lebih menyukai konten meme dari pada video dan gambar pada postingan 9gag? Beri alasanmu!)

27 tanggapan

It only takes a few seconds to see memes than video, moreover video needs more "kuota" than meme hehe.

Yes, it makes me think

Yes, because it uses English so it can be understood in global.

I like both of them. Its because each content both videos or photos have their own uniqueness

I like both of meme and humor because in my opinion, everything makes me laugh is funny

Video,bisa diulang ulang

I like both, karena kalau melulu tentang meme terkadang bikin bosan jd diselingi dengan video memberi suasana yg berbeda

Not really.

Yes,anything fun acceptable to me

Yes I do. It is simple than watching video

I like them all. They're not always funny though. But the videos are usually funny.

Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

Ten readers answered that they like among content meme, video, and picture, because it has its own funniness and uniqueness. Another three of the readers answered that they do not have any preferences, if it is funny then it can make them laugh, they like it. Two readers answered “No, because it force them to think more.” AP answers “It only takes a few seconds to see memes than videos. Moreover video needs more "kuota" than memes hehe.”, RS answers “Yes, because it uses English so it can be understood in global.”, A answers “Video, bisa diulang ulang” (*Video, because it can be repeated.*), L answers “Not really.”, NL answers “Yes I do. It is simple than watching video”, FL answers “Tidak, saya lebih suka video karena memiliki visualisasi yg lebih jelas” (*No, I prefer to the video because it has visualization that is clearer*), SN answers “Yes, because meme reflecting more creativity. I mean it needs an effort to understand the humor inside as most of them have implicit meaning, rather than in video.”, P answers “Yes, I do. Because it is shorter but it is succesfull in making me laugh.”, B answers “Memes talk much rather than the others”, NR answers “No. I prefer video than meme”.

This data asks about the readers’ choice between content of memes or videos and pictures in 9gag posts. There are 9 readers who prefer to the content meme than pictures and videos, but 3 of them do not give the clear reason why they prefer to this content, the six other give a clear reason of choosing the content of meme such as it makes them think hard to understand the humor in meme, it does not need more quota than watch video, it uses English language therefore it can understand by society, it is simple than watching video, meme reflects more creativity therefore it needs some effort to understand the humor which has an implicit meaning, and then it is shorter and successful to make them laugh.

Another choice is that the readers prefer to the content video than meme, 6 people choose content video but 3 of them did not give the clear reason. The reason of choosing content video than meme such as video can be repeated, the content video does not need to think more about the part of funny thing, and this content also needs

more understanding which is not able to catch easily. The next choice is both content of memes and content videos or pictures, the readers who choose this content is 8 people and all of them give a clear reason such as because both of those three contents has its own uniqueness, because it is funny, those content make them laugh, because it supposed to have another alternative in order to be not bored if only looking at meme is bored so that it needs another alternative contents like videos, because among of those contents that can make them laugh and happy. Most of the readers who choose among of those contents think that as long as it can make them happy and laugh, they like it.

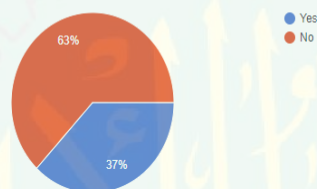
Moreover there are 3 answers which is categorized as ambiguity such as “meme talk much rather than the others” which means the readers prefer to another contents that is not talking to much therefore the reader is able to catch the point easily or they prefer meme because the reader may think more and have more knowledge, “Yes, because I often think that they are not funny at all. Sometimes, I’m confused how to react when I watch them because I can not laugh□” which means the reader prefer to content meme even though it sometimes is not funny, or among those 3 contents even though the reader is often confuse to react those contents, because the reader cannot laugh, “I like them all. They are not always funny though. But the videos are usually funny.” Which means the reader prefers to the

contents of videos because it is usually funny, or like among the three contents. Moreover 2 of the reader choose two of the contents but do not give a reason. The other, one of the readers only answers “not really” and does not give a reason.

Datum 9 sixth question

6. Do you prefer contents of pictures and videos than memes in 9gag posts? (Apakah anda lebih menyukai konten gambar dan video dari pada meme pada postingan 9gag?)

27 tanggapan



Source:

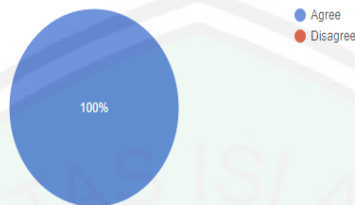
<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

The sixth question related to the previous question that asks about the readers' choice between contents of meme and picture or video in 9gag post. The readers who prefer to the contents of pictures and videos more than the readers who prefer to the contents of meme, there are 17 readers answer “Yes” and 10 readers answer “No”.

Datum 10 seventh question

8. Meme is categorized as one of the example of humor. (Meme dikategorikan sebagai salah satu contoh humor.)

27 tanggapan



Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

All of readers agree with the researcher statement that meme is categorized as one of the example of humor. Based on Zarcadoolas (2017) who suggested that meme is generally described as humorous or an abstract photos, gifts, or videos that is able to contain parts of texts and easily spread in social media like internet. Therefore we may conclude that meme contains of humor.

Datum 11 eighth question

8. Do you easily understand the ideas and the intent of humor in 9gag post? Give your reason if your answer is No! (Apakah anda dapat memahami dengan mudah ide dan maksud dari humor pada postingan 9gag? beri alasanmu jika jawabanmu tidak!)

27 tanggapan

Yes (3)
Memes in 9gag are easy to be understood. For instance, I often tag my friends' account if I find some memes which draw our daily life. 9gag gives a joke in smart way.
Not really
Sometimes I don't understand, maybe because I lack of knowledge about the content.
Yes I understand the ideas
Ya
Iya
Yes. Basically 9gag is full of sarcasm and I'm a sarcastic person.
Yes in most case its universal tho
Mostly yes. Maybe I don't understand when the meme talk about different culture.

Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

Six readers answered “yes understand the ideas and the intents of humor”, five readers answered “not really, because sometimes humor in 9gag is difficult to understand”, five readers answered “yes, but sometimes I do not understand because of lacking knowledge”, ZF answered “Memes in 9gag are easy to be understood. For instance, I often tag my friends' account if I find some memes which draw our daily life. 9gag gives a joke in smart way.”, L answered “Yes, because basically 9gag is full of sarcasm and I'm a sarcastic person”, W answered “Yes, because in most of the case is universal, is not it”, N answered “Yes, because most of them are relatable to my life”, HA answered “Sometimes, it depends on our English proficiency. It would be funny if knowing the meaning of the ideas of humor”, F answered “No, because sometimes the humor is tricky, so it is not really easy to understand”, LI answered “No, because some jokes require certain background knowledge” AZ answered “No. In particular times, I cannot get what the memes mean” B answered “Tidak. Karena budaya humor mereka dan kita berbeda. Sehingga harus membaca kolom komentar biar paham.” (*No, because the humor culture of them is different with us, so that I have to read comment list in order to understand it.*), and NR answered “No, because it is too strange”

This datum asking about the readers' opinion about 9gag post whether they easily or difficulty understand the ideas and the intents of humor in 9gag post, there are 10 readers who firmly says “yes” which means they feel easy to understand the humor in 9gag post. Another 5 readers firmly say “no” with the reason such as it is tricky therefore it difficult to understand, some jokes needs certain of background knowledge so it can be difficult to understand if someone did not have enough background knowledge, it cannot get the particular meaning of the memes, it is difficult because the culture of humor in 9gag is different with humor in Indonesia therefore the reader need to read comment list to understand it, and then it is too strange. The other readers says “depends on the humor” sometimes they easily understand the meaning of humor, and sometimes they do not understand it, some of them who say difficult to understand the meme because they lack of knowledge and have different culture of humor.

Datum 12 ninth question

9. Is the English language used in 9gag easy to understand? Give your reason!
(Apakah bahasa Inggris yang digunakan dalam 9gag mudah untuk dipahami?
Beri alasanmu!)

27 tanggapan

The screenshot shows a Google Form with the following responses:

- Yes, it is. It uses dally language, i mean it's rarely found a difficult vocab in 9gag. The diction is well-known among students
- Sometimes not
- Not really. When it comes to western culture kind of humour, even if it uses the basic English but the reader don't know the fact of that culture so it also can be confusing.
- Yes but Sometimes there is content which refers to specific things i have to watch/read twice
- yes it is. in my opinion, the admin would give easy language because the followers are around the world
- Ya
- Iya
- Yes: Since I'm an ELT students so u kno kwkwk
- Yes because its English I understand easily
- mostly yes because it is american but sometime slang is also difficult
- yeah, it's pretty easy I guess.

Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

Three readers said “yes” without any reason, two readers mentioned “sometimes” without any reason, seven readers answered “yes, because the English language that is used is common and simple words or sentences”, nine readers answered “yes, but sometimes it quite hard if it uses *slang* language”, RS said “Not really, it is difficult to understand if talking about western culture, because I do not know the fact”, AH answered “Yes, but sometimes there is content which refers to specific things that I have to watch or read twice”, P said “Yes, it is. Since it is supported by picture and video to make it more easy to be understood”, MZ answered “Yes, because it is meant to be understood by layman, so automatically it will not use any particular of English language if it does not really necessary (it has something to do with the jokes for instance)”, B answered “I do not really know because I do not access 9gag everyday.”, RA answered “The word choice is easy to comprehend”.

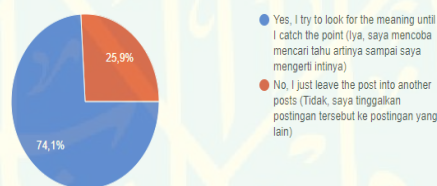
Actually most of the readers are students of English department; therefore they can be ascertained that they already have sufficient English skills. This question asks about the readers’ opinion about the English language uses in 9gag post, evidently the result pointed that 17 readers say that the English language used in 9gag post is easy to understand even though some of them did not mention their reason, but some of the reason are the English language which usually uses in daily life, the words used are simple, the words is also supported by pictures and videos therefore it help the reader to

understand what the humor means. Moreover some of readers say that it is difficult to understand when the post uses *slang language* which is not commonly used. The other readers also think that some of English language uses in 9gag is not really easy to understand because it uses uncommon vocabularies and talks about the specific culture which is not all of people in the world know it.

Datum 13 tenth question

10. Have you ever carefully understood the purpose of 9gag post?
(Pernahkah anda memahami secara seksama maksud dari postingan 9gag?)

27 tanggapan



Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

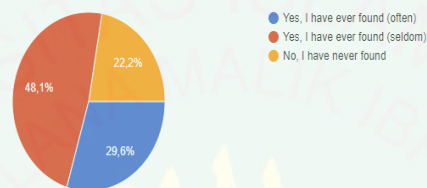
This datum talks about the readers' experiences whether they have ever carefully understood the purpose of 9gag post or not with two choice, the first is "Yes, I try to look for the meaning until I catch the point" and the second is "No, I just leave the post into anotherposts". The result indicates that twenty of the readers say "Yes" and try to look for the meaning until they catch the point, but seven of the readers say "No" and leave the post, it may conclude that 9gag post success to entertain the reader to think lots and learn more,

because the readers who answer “Yes” is more than who answer “No”.

Datum 14 eleventh question

11. Have you ever known 9gag reposts the previous posting? (Apakah anda sering menjumpai 9gag memposting ulang postingan sebelumnya?)

27 tanggapan



Source:

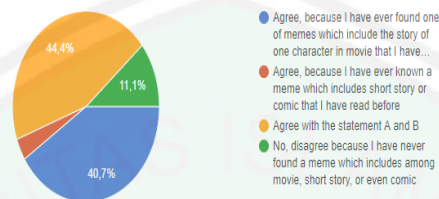
<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

The fourteenth datum knows about the readers’ experiences whether they have ever known 9gag reposts the previous posting, the result shows that most of readers have ever know that 9gag reposts the previous post, eight readers say “often” and thirteen readers say “seldom”, whereas the readers who say never found that 9gag have ever reposted the previous posting is only six readers.

Datum 15 twelfth question

12. Is that true that some of 9gag posts are taken from movies, short stories, and comics? (Benarkah sebagian postingan 9gag diambil dari film, cerita pendek, dan komik?)

27 tanggapan



Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

This datum tells about the readers' opinion about some of 9gag posts which are taken from movies, short stories, and comics. The researcher found one meme which includes *Tangled* cartoon from Disney. This film is the new version of *Rapunzel* which is directed by Nathan Greno and Byron Howard. One of the characters is *Rapunzel*, She is a princess who has long gold hair which is miraculous and beautiful voice, she often spent her time to paint and play with her friend Pascal (a cute and active chameleon). (Rangga, 2010)

The other cartoon is *Pokemon*. It is the title of anime movie which is popular in 1990 era, at the beginning of this movie is a video game which is created by Satoshi Tajiri. This movie is success, therefore one character of this movie that is Pikachu becomes the icon of this movie, Pikachu has short body, cute, and yellow color. (Pratiwi, 2017)

The datum indicated that eleven readers say “Agree, because they have ever found one of memes which include the story of one character in movie that they have watched before”, one readers say “Agree, because because they have ever known a meme which includes short story or comic that they have read before”, thirteen readers say “Agree with the statements A and B, and then two readers say “No, disagree because they have never found a meme which includes among movie, short story, or even comic” of 9gag post.

Datum 16 thirteenth question

13. Is 9gag post useful for you? Why yes/not? (Apakah postingan 9gag bermanfaat untuk anda? Mengapa iya/mengapa tidak?)
27 tanggapan

Yes, kinda the reason why I need humor in my life.
Yes, it entertains me
Yes, we can learn much more than just a language and jokes. Culture for example.
Yes because it is broader my knowledge in humor especially on English humor
yes it is. 9gag is useful because that account bring my happiness
Iya
Menghibur
Yes. Bcs my life is a joke so u kno
Yea, issa good thing for my mental health
I can find new vocabulary in there
It is not that useful actually, but it gives me a good laugh.

Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

One reader answered “yes” without any reason, six readers said “yes, because it entertains me”, six readers answered “yes, because it brings a happiness and also makes me laugh”, two readers said “yes, because joke is needed in a life”, four readers answered “yes, because it can always help me to get through a very stressed and hard time at work and assignments, and to keep myself updated from current issues and joke around the world.”, W answered “Yes, because it is a good thing for my mental healthy”, FL answered “Tidak terlalu, karena sifatnya hanya hiburan” (*Not really, because it is just entertaining*), AZ answered “Sometimes it teach me something beyond my thought”, and RA answered “Not at all, because I seldom know the posts, that is why I can not conclude whether it is usefull or not”.

This question asks about the readers’ opinion about the usefulness of 9gag post, obviously 18 readers answer “Yes” and give their reason such as entertains, learns more knowledge than just

language and humor especially in English humor, creates happiness, decreases stress and maintains mental health, refreshes our brain, makes us happy and laugh. One of the readers just said “Yes” and did not mention the reason, three of the readers mention that the post is not really useful because it is only entertains and another says that the readers do not really know because of seldom opening the post, others readers say that the post is not really useful but it can make laugh.

The other readers only give their reason such as entertains, gives new vocabularies, gives more updated information like current issues and jokes around the world, teaches more thing than what the readers’ thinks. It may conclude that most of the reader says that 9gag posts are useful.

Datum 17 fourteenth question

14. Does 9gag post expand your knowledge? Give your reason! (Apakah potingan 9gag memperluas pengetahuan anda? Beri alasanmu!)

27 tanggapan

Perhaps, maybe in social terms. For example, when we wanna talk about a habit which is usually done by some certain groups, or maybe we also find some memes which contain gender prejudice. In short, 9gag may enlarge my view toward how the society perceives a life.

Sometimes yes

Yes, it brings fresh idea of jokes.

Yes. Since I'm English student its helpful to catch meaning and understanding in the context.

Absolutely yes

Ya

Lumayan

Yes. Enrich my sarcastic ability

Def. Internet is my favorite education

Yes because it is funny that I can learn English by using meme

Yeah sometimes. Most of knowledge I've got from 9gag is humor. A good one. And sometimes sarcasm.

Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZlnk/edit#responses>

Four readers answered “yes” without any reason, one reader answered “no” without any reason, one reader answered “Lumayan (reasonable)” without any reason, AP answered “Perhaps, it expands in social terms such as gender prejudice, and then 9gag may enlarge my view toward how the society perceives a life.”, RS said “Yes,

it brings fresh idea of jokes.”, AH answered “Yes, since I'm English student, it is helpful to catch meaning and understanding in the context.”, L answered “Yes, it enriches my sarcastic ability”, W said “Yes, because Internet is one of my favorite education”, NL answered “Yes, because it is funny that I can learn English by using meme”, N answered “Yes, sometimes. Most of knowledge I have gotten from 9gag is humor. A good one. And sometimes sarcasm.”, FL answered “Tidak terlalu, karena sifatnya hanya hiburan, bukan untuk edukasi sehari hari.” (*Not really, because it is just interesting, it does not use as daily educations*), SN answered “Yes, because when I do not understand the humor inside, then I try to find the background of it.”, HA answered “Yes, especially slangs and puns”, F answered “Yes, sometimes, because it includes lots of stories or movies and even about trending topics in the world.”, P answered “Yes, sometimes. Because sometimes I need to think about what they are trying to say.”, MZ answered “Yes, because I do believe that humour does not only about making people laugh, yet sometimes it also opens our sight on particular topics. This can be seen from how people with more social issues sensitivity might possibly get the jokes much better compared to those who do not have idea about what is going on recently. This is also to say that 9gag can keep myself updated about new topics and new currently happening in the world but packaged in a way which is also entertaining and funny. Moreover, I really like it when meme posts on 9gag writes the news or issues with such sarcasm to make the messages on point.”, AZ answered “It gives me new insight”, B answered “Iya, karena budaya mereka berbeda dengan kita. Sehingga kita juga harus mencari tahu untuk memahami.” (*Yes, because their culture is different with our culture. Therefore we also have to look for any information to understand*), and NR answered “No, it just for fun”

Actually the purpose of this datum asks about the readers' opinion whether 9gag posts expand the readers' knowledge or not. 12 readers clearly answer “Yes” or “Of course” and give their reasons such as brings fresh idea of jokes, enrich sarcasm ability, gives a new things, learns English language from meme, makes curiosity therefore the readers should look at background knowledge beyond the post, gives more knowledge especially slangs and puns, give a new information like movies or stories which is trending topic in the world, opens the readers' sight of particular topics, gives more news and issues recently, knows about the culture of another countries.

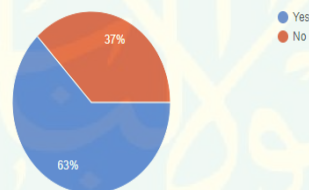
Only two readers who says “No”, because 9gag post is just for fun, but one of them did not mention the reason. The other says “Not

really expand knowledge” and some of them only give their reason such as expands knowledge in social terms, is one of the readers’ favorite educational media, expands humor knowledge like sarcasm, entertains, finds new information, and then gives more insight. 4 answers are not really clear, because the readers just mention “Yes” but they did not give a clear reason. Therefore it can conclude that 9gag post a little more have expanded knowledge to the readers

Datum 18 fifteenth question

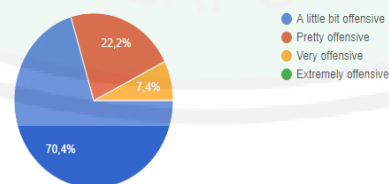
15. Do you ever find a meme that appears offensive to specific race/group? (Apakah anda pernah menemukan meme yang terlihat menyinggung ras atau kelompok tertentu?)

27 tanggapan



If the answer of number 16 is "yes", to what extent do you think the meme is offensive to the specific race or group? (Jika jawaban pada nomor 16 "yes", sejauh mana menurut anda meme tersebut tampak menyinggung terhadap ras atau kelompok tertentu?)

27 tanggapan



Source:

<https://docs.google.com/forms/d/15IAQvHCy1BHSsimGQh4dJw6uE0qFoybIcrrDbAdZInk/edit#responses>

The two questions in fifteenth question interconnected one to the other; this question asks about the readers’ experiences whether

they have ever found the post in their time line of 9gag which is offensive to the specific groups or races. The fact that seventeen readers have ever known about it and ten readers have never known about it.

The second question accounts how often the readers' found 9gag post which is offensive to the specific groups or races, there are four choices such as a little bit offensive, pretty offensive, very offensive, and extremely offensive.

Evidently nineteen readers say that 9gag post is a little bit offensive to the specific groups or races. It is supported by the researcher's own analysis about the meme that some of 9gag posts are offensive to the specific group like Facebook, especially to the owner, Mark Zuckerberg, who is reported that Facebook have abused scandal of 87 million data of users that is leak for the sake of United States presidential election in 2016 by political consulting firm Cambridge Analytical. (Yuslianson, 2018)

Moreover six readers say pretty offensive, and the two readers say very offensive to the specific groups or races. None of the readers say extremely offensive to the specific group or races.

3.2 Discussion

The discussion of this research based on the finding of the analysis data. The finding above points out that there are 45 data in

terms of meme which is taken from 9gag post on Instagram. Those data divides into 2 forms of humor by Martin theory (2007); satire and sarcasm, 2 types of humor by Raskin theory (1985); ridicule and pun, and then classifies as kinds of maxims of cooperative principle by Grice theory (1991). The researcher found 27 result of questionnaire about 9gag post.

The forms of humor on selected meme post in 9gag Instagram often used sarcasm than satire, because the authors and the users directly targeted to individual than social institution or social policy, such as sarcasm to Mark Zuckerberg. Puns are more than ridicule in types of humor; most of puns are homophones of taxonomy based on linguistics phenomena that are able to create funniness. Moreover the use of cooperative principle based on kinds of maxims occurs more than others classification.

The researcher found all kinds of obeying maxims such as quality, quantity, relation, and also manner maxims all kinds of flouting maxims and some kinds of violating maxims of non-observance maxims in meme 9gag post. The flouting maxims of non-observance maxims occurs more than violation maxims, because most of the conversation in meme post directly and intentionally flout to convey the message than mention honestly the message to avoid the truth.

Predominantly the data contains of humor, therefore it entertains the readers to join this community on Instagram. Most of the readers

like humor because it amuses and improves the readers' knowledge about culture in another country. Based on the readers' opinion, the English language used in 9gag posts are easy to understand, even though some of them do not follow grammatical rules, but most of them are understandable.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter discusses about the conclusion based on the discussion on finding of the research and the suggestion for other further researchers to conduct better research.

4.1 Conclusion

After analyzing the data which taken from 9gag post on Instagram and questionnaire on Google Form, the researcher uses some theories to analyze the data such as Martin theory about 11 forms of humor, the researcher found two forms of humor, satire and sarcasm, which is sarcasm forms more than satire.

Most of sarcasm is tended to an individual such as Mark Zuckerberg as the CEO and founder Facebook, woman, and fat guy. Whereas the researcher only found two forms of satire which is targeted to companies that is opening job vacancy and to FBI (Federal Bureau of Investigation) as one of central investigation agency in United States. Another theory by Raskin about six types of humor which focuses on ridicule and pun. The researcher found 2 ridicules which are targeted to the girl and 5 puns which categorizes as homophones (has different written forms, but similar pronunciation).

The analysis of pun also proposes by Attardo, the researcher found taxonomy based on linguistics phenomena like homophones. The other theory comes from Grice which is usually called as *Gricean Maxim*, where a conversation will be effective only if it obeys cooperative principle of four kinds of maxims; quantity, quality, relation, and manner maxim. The conversation will be not effective if it violates or flouts maxims.

The researcher found some conversations in meme 9gag post on instagram, some of the data obeys the rules of maxims; 5 data of quantity maxims, 10 data of quality maxims, 9 data of relation maxims and 7 data of manner maxim. Another data which violate and flout the rules of maxims in cooperative principle; the data which violates maxims; 5 data of quantity maxim, 2 data of quality maxim, and 3 data of relation maxim, and then the data which flout maxims; 2 data of quantity maxim, 4 data of quality maxim, 3 data of relation maxim, and 6 data of manner maxim.

Actually the various kinds of maxims which obeys, violates, and flouts cooperative principle are able to amuse the readers in creating humor sense. Some of meme in 9gag post does not obey the grammatical rule, but it is understandable and laughable. The researcher can conclude that 9gag post on Instagram includes humor based on the readers' impression by using English language that is easy to catch the humor sense.

The opinion of readers about 9gag posts; 9gag post is interesting and funny, the ideas and intents of the post are understandable, and sometimes 9gag is also repost the previous post, some of 9gag post are taken from movies, 9gag post is also useful and expandable to the readers knowledge, 9gag post is a little offensive to an individual such as Mark Zuckerberg. Moreover some of meme 9gag posts are posted as one of sarcasm to an individual that is inspired from one phenomenon happened in the word.

4.2 Suggestion

The suggestions provide to help further researchers who are interesting to conduct the same research in order to be better research. The further researcher may explore more about the purpose of humor language in existed social media or other mass-media except sarcasm or satire to an individual or specific group. The opinions of the readers about the effectiveness between verbal and non-verbal humor did not mention yet in this research. It also needs to be supported with more up to date of humor theory.

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APPENDIX

The screenshot shows a mobile application interface for a questionnaire. At the top, there is a header with the title "Questionnaire in Humor Language Research of 9gag" and a "KIRIM" button. Below the header, there are two tabs: "PERTANYAAN" and "TANGGAPAN 27". The main content area displays "27 tanggapan" and two filter buttons: "RINGKASAN" and "INDIVIDUAL". A toggle switch for "Menerima tanggapan" is set to "on". Below this, a list of 27 names is shown, each on a separate row with a yellow background. The names are: Zeni Fitria Ningsih, Rohmawati Salamun, Ayu H, oky cahyani prawisuda nursaid, Aulia, Ruri Septiani M., Luthfi, Widya, Nur Lailiyah, nisa, Fian A'yuna, FIRNIA LAILATUL SYAKINA, Viska Perwita Alvandari, Siti Nidhomiyah, Heidy Anasya Ali Vianti, Firda, Ulfiana Vilia Wiyanto, Khurotul uyun, Liga Irawan, Pristya, Moh Zaimil Alivin, Ahmad Zakki Maulana, Brilian, M. Ndaro Wibowo, Rina Alfikawati Rohmah, and Nizma Rifdah.

Questionnaire in Humor Language Research of 9gag

PERTANYAAN TANGGAPAN 27

27 tanggapan

RINGKASAN INDIVIDUAL

Menerima tanggapan

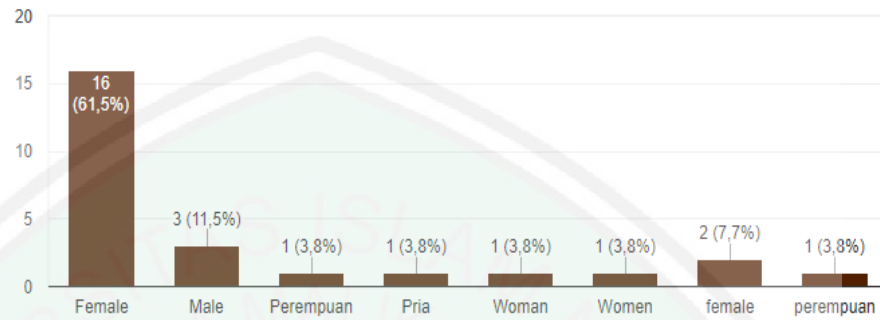
Nama

26 tanggapan

- Zeni Fitria Ningsih
- Rohmawati Salamun
- Ayu H
- oky cahyani prawisuda nursaid
- Aulia
- Ruri Septiani M.
- Luthfi
- Widya
- Nur Lailiyah
- nisa
- Fian A'yuna
- FIRNIA LAILATUL SYAKINA
- Viska Perwita Alvandari
- Siti Nidhomiyah
- Heidy Anasya Ali Vianti
- Firda
- Ulfiana Vilia Wiyanto
- Khurotul uyun
- Liga Irawan
- Pristya
- Moh Zaimil Alivin
- Ahmad Zakki Maulana
- Brilian
- M. Ndaro Wibowo
- Rina Alfikawati Rohmah
- Nizma Rifdah

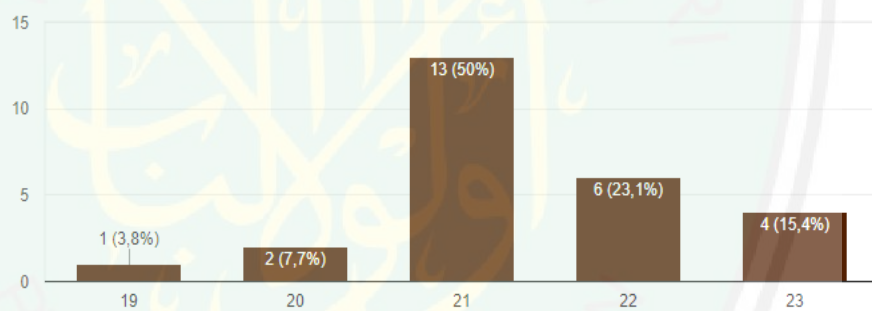
Gender

26 tanggapan



Age

26 tanggapan



1. Do you like humor? Give your reason! (Apakah anda menyukai humor? Beri alasanmu!)

27 tanggapan

- Yes, I do. Humor gives kinda a rainbow into ur life. It wont harm u, sometimes it boosts up ur mood, if u get bored of ur lifedom just search some humors on youtube or maybe some memes. Laugh is needed! Humor is the medicine of ur boredom ☺
- Yes, its funny
- Yes, because it is amusing.
- I like humor since there are many fresh things make us laugh. Sometimes it comes from our daily experiences.
- Yes I like humor because it makes me laugh
- Ya, karena menghibur
- Menghilangkan stress
- Yes. Cause my life is a joke.
- Yes, humor for life
- Yes because I can laugh with it.
- Of course I do. Life will be dull without some good humor.

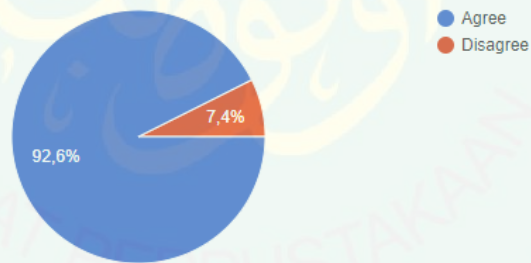
1. Do you like humor? Give your reason! (Apakah anda menyukai humor? Beri alasanmu!)

27 tanggapan

- Yes, because its entertaining
- Iya saya suka, untuk hiburan di waktu senggang dan di saat saya sedang bosan.
- I do because it releases tension and stress within myself
- Yes, because humour can heal my mood
- Yes. Because the humor in 9gag sometimes funny yet out of the box
- Yes. Coz, it brighten my day wkwk
- Yes, I do. I like it because it helps us to enjoy this tough life.
- Humor is a part of human lives
- Yap, it is such refreshment in the middle of the world and life along with its stuff
- Yes. Because it helps me forgetting about what I am thinking about foe a moment.
- Yes, I do, because it can entertain myself in a way which is also possible to educate me as well.
- Humor makes me happy. Tired of the day-to-heart activities are immediately lost.
- Iya, karena humor bisa membuat kita bahagia tanpa ada sebab spesifik
- Yes, but it deoends on many thins like mood, situation, closeness, culture, etc.
- Yes. To relax my mind
- Yes I like because it makes me happy and fresh

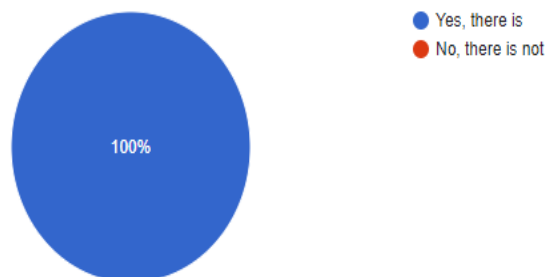
2. Humor is a funny stimulus response gotten by someone based on hearer or sight. (Humor adalah reaksi rangsangan lucu yang diperoleh seseorang melalui apa yang didengar ataupun dilihat.)

27 tanggapan



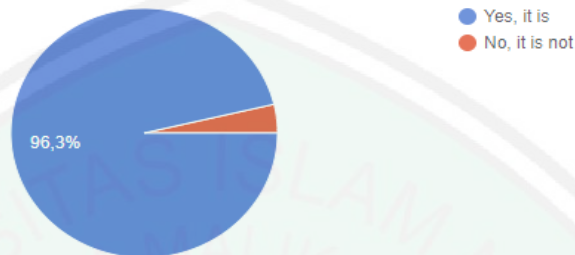
3. Is there any humor created in 9gag posts? (Apakah terdapat humor dalam postingan 9gag?)

27 tanggapan



4. Is 9gag post interesting and funny? (Apakah postingan 9gag menarik dan lucu?)

27 tanggapan



5. Do you prefer content of memes than videos and pictures in 9gag posts? Give your reason! (Apakah anda lebih menyukai konten meme dari pada video dan gambar pada postingan 9gag? Beri alasanmu!)

27 tanggapan

It only takes a few seconds to see memes than video, moreover video needs more "kuota" than meme hehe.

Yes, it makes me think

Yes, because it uses English so it can be understood in global.

I like both of them. Its because each content both videos or photos have their own uniqueness

I like both of meme and humor because in my opinion, everything makes me laugh is funny

Video,bisa diulang ulang

I like both, karena kalau melulu tentang meme terkadang bikin bosan jd diselingi dengan video memberi suasana yg berbeda

Not really.

Yes,anything fun acceptable to me

Yes I do. It is simple than watching video

I like them all. They're not always funny though. But the videos are usually funny.

I like them both, those contents are funny

Tidak, saya lebih suka video karena memiliki visualisasi yg lebih jelas

I don't have any preferences bc sometimes the meme is not really funny for me. Sometimes the video and pictures entertain me much better than meme. It depends actually.

Yes, because meme reflecting more creativity. I mean it needs an effort to understand the humor inside as most of them have implicit meaning, rather than in video.

No. Because sometimes the content in meme need to think where the funny part of certain meme

Both

Not really. Those three can be interesting. Just depends on the content.

I like all of them as long as it funny

Kinda both..

Yes, I do. Because it is shorter but it is succesfull in making me laugh.

Not really, because all I need from 9gag posts relies on whether or not they can make me laugh and happy. I do not have particular preference on one type of format (picture, meme, or video) than another.

Memes talk much rather than the others

Saya lbh menyukai konten video pd 9gag karena meme di 9gag rata2 butuh pemahaman lanjut. Maksudnya tidak sekali lihat langsung paham.

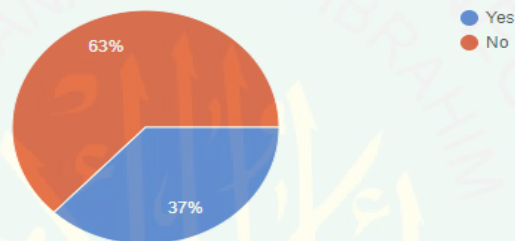
Well, meme is a picture or GIF itself, so i like them both.

Yes, because i often think that they're unfunny at all. Sometimes, Im confused how to react when I watch them bcz I can not laugh☹️

No. I prefer video than meme

6. Do you prefer contents of pictures and videos than memes in 9gag posts? (Apakah anda lebih menyukai konten gambar dan video dari pada meme pada postingan 9gag?)

27 tanggapan



7. Meme is categorized as one of the example of humor. (Meme dikategorikan sebagai salah satu contoh humor.)

27 tanggapan



8. Do you easily understand the ideas and the intent of humor in 9gag post? Give your reason if your answer is No! (Apakah anda dapat memahami dengan mudah ide dan maksud dari humor pada postingan 9gag? beri alasanmu jika jawabanmu tidak!)

27 tanggapan

Yes (3)

Memes in 9gag are easy to be understood. For instance, i often tag my friends' account if I find some memes which draw our daily life. 9gag gives a joke in smart way..

Not really

Sometimes I don't understand, maybe because I lack of knowledge about the content.

Yes I understand the ideas

Ya

Iya

Yes. Basically 9gag is full of sarcasm and I'm a sarcastic person.

Yes in most case its universal tho

Mostly yes. Maybe I don't understand when the meme talk about different culture.

Yeah....most of them are kinda relatable to my life.

Sometimes I don't, but mostly I understand because they use simple language

Terkadang sulit memahami karena bahasa dan budaya humor 9gag berbeda dengan selera humor kebanyakan orang Indonesia

I understand that their jokes and our jokes are different so it can get difficult sometimes.

Not really, as sometimes the meme contains western culture which I do not understand about it.

Sometimes. It depends on our English proficiency. It would be funny if you know the meaning of their ideas

No, coz sometimes, the humor are tricky, so it's not that easy to understand

Yes, I do.

Only some of them

No, some jokes require certain background knowledge

Not really. I think it is sometimes quite hard for me to easily understand what they mean.

Mostly yes, I do.

No. In particular times, I cannot get what the memes mean

Tidak. Karena budaya humor mereka dan kita berbeda. Sehingga harus membaca kolom komentar biar paham.

No, because it's too strange

9. Is the English language used in 9gag easy to understand? Give your reason! (Apakah bahasa Inggris yang digunakan dalam 9gag mudah untuk dipahami? Beri alasanmu!)

27 tanggapan

Yes, it is. It uses daily language, i mean it's rarely found a difficult vocab in 9gag. The diction is well-known among students

Sometimes not

Not really. When it comes to western culture kind of humour, even if it uses the basic English but the reader don't know the fact of that culture so it also can be confusing.

Yes but Sometimes there is content which refers to specific things i have to watch/read twice

yes it is. in my opinion, the admin would give easy language because the followers are around the world

Ya

Iya

Yes. Since I'm an ELT students so u kno kwkw

Yes bcause its English I understand easily

mostly yes because it is american but sometime slang is also difficult

yeah, it's pretty easy I guess.

Sometimes the language can't be understood because they didn't use the universal terms

Tidak terlalu, saya banyak juga menemukan istilah istilah baru atau bahasa slang yang tidak saya mengerti.

I think for our generation it's easy to understand the English used in 9gag bc most of the times they use slang language

Not really. Sometimes it contains uncommon vocabularies

Not really. Because sometimes it use some slangs and puns related to the topic

Sometimes it's hard to understand because of their slang in the humor, so just people from there or american people who can really understand

Yes, it is. In my opinion, the way they create the content is suitable for everyone even for the ones whose first language is not English.

Yes, it is. Since it is supported by picture and video to make it more easy to be understood

Yap, because it is meant to be understood by layman, so automatically it wont use any particular english if it doesn't really necessary (it has something to do with the jokes for instance)

I don't really know because I don't access 9gag everyday.

Yes, but in some occasions, when it comes to slang, I found it quite hard to get the point of the joke as my first language is not English.

The word choice is easy to comprehend

Mudah.. karena mereka menggunakan kata2 yang simpel.

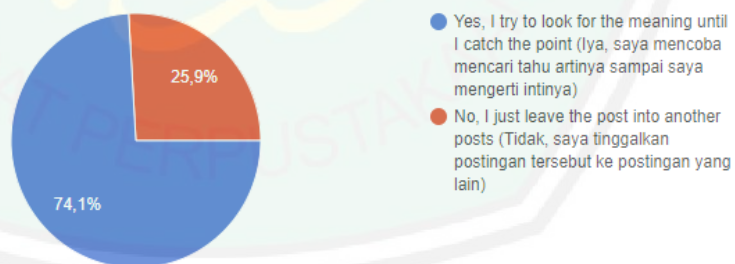
Sometimea, but when it comes to slang language, it is hard.

Yes

Sometimes

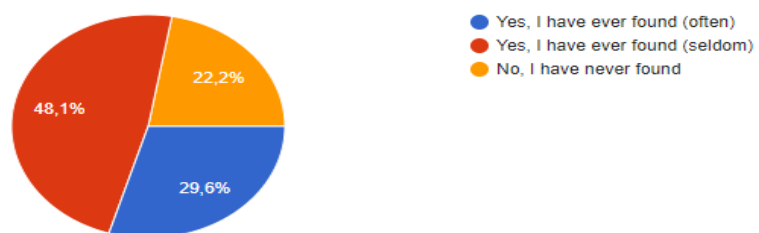
10. Have you ever carefully understood the purpose of 9gag post?
(Pernahkah anda memahami secara seksama maksud dari postingan 9gag?)

27 tanggapan



11. Have you ever known 9gag reposts the previous posting?
(Apakah anda sering menjumpai 9gag memposting ulang postingan sebelumnya?)

27 tanggapan



13. Is 9gag post useful for you? Why yes/not? (Apakah postingan 9gag bermanfaat untuk anda? Mengapa iya/mengapa tidak?)

27 tanggapan

Yes, kinda the reason why I need humor in my life.

Yes, it entertains me

Yes, we can learn much more than just a language and jokes. Culture for example.

Yes because it is broader my knowledge in humor especially on English humor

yes it is. 9gag is useful because that account bring my happiness

Iya

Menghibur

Yes. Bcs my life is a joke so u kno

Yea, issa good thing for my mental health

I can find new vocabulary in there

It is not that useful actually, but it gives me a good laugh.

Yes, its entertain me a lot

Tidak terlalu, karena sifatnya hanta hiburan

It is useful for entertainment, but if it's for learning English language, I don't think so since they usually use English grammatically incorrect in purpose.

Yes, for entertainment and sharpen the understanding

Yes. It helps to decrease my stress level

Yes, to refresh my brain sometimes wkwk

Yes it is useful for me as refreshment

Yes, i think. Because entertainment sometimes necessary to relieve some stress

Yeah.. to share laugh

Yes. Because it is interesting. It can make me laugh.

I can always help me to get through a very stressed and hard time at work and assignments, and to keep myself updated from current issues and joke around the world.

Sometimes it teach me something beyond my thought

I can always help me to get through a very stressed and hard time at work and assignments, and to keep myself updated from current issues and joke around the world.

Sometimes it teach me something beyond my thought

Iya. Karena dapat membuat senang.

Yes, since it serves its purposes: to be laughed on.

Not at all, because I seldom to know the posts, that is why i can't conder whether it's usefull or not

Yes. Because when I am boring, it makes me happy wkwk

14. Does 9gag post expand your knowledge? Give your reason! (Apakah potingan 9gag memperluas pengetahuan anda? Beri alasanmu!)

27 tanggapan

Perhaps, maybe in social terms. For example, when we wanna talk about a habit which is usually done by some certain groups, or maybe we also find some memes which contain gender prejudice. In short, 9gag may enlarges my view toward how the society perceives a life.

Sometimes yes

Yes, it brings fresh idea of jokes.

Yes. Since I'm English student its helpful to catch meaning and understanding in the context.

Absolutely yes

Ya

Lumayan

Yes. Enrich my sarcastic ability

Deff. Internet is my favorite education

Yes because it is funny that I can learn English by using meme

Yeah sometimes. Most of knowledge I've got from 9gag is humor. A good one. And sometimes sarcasm.

14. Does 9gag post expand your knowledge? Give your reason! (Apakah potingan 9gag memperluas pengetahuan anda? Beri alasanmu!)

27 tanggapan

Of course, I got a lot of new things

Tidak terlalu, karena sifatnya hanya hiburan, bukan untuk edukasi sehari hari.

I don't know much about 9gag post in instagram like if it has knowledge to share with us since it's always for meme or entertainment, but on their website, I guess I can find some new information.

Yes, because when i do not understand the humor inside, then I try to find the background of it.

Yes. Especially slangs and puns

Yes, sometimes, coz it includes a lot of stories or movies and even about trending topics in the world.

Sometimes, it does. Esp when i got something new from the content.

Yeah, i guess so

Yep, I think so in some extend. There'll be new information even from merely a single meme or joke (sometimes)

Yes, sometimes. Because sometimes I need to think about what they are trying to say.

Yes, because I do believe that humour does not only about making people laugh, yet sometimes it also opens our sight on particular topics. This can be seen from how people with more social issues sensitivity might possibly get the jokes much better compared to those who have no idea about what is going on recently. This is also to say that 9gag can keep myself updated about new topics and new currently happening in the world but packaged in a way which is also entertaining and funny. Moreover, I really like it when meme posts on 9gag writes the news or issues with such sarcasm to make the messages on point.

It gives me new insight

Iya. Karena budaya mereka berbeda dengan kita. Sehingga kita juga harus mencari tahu untuj memahami.

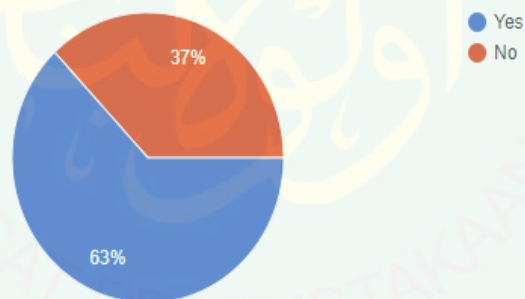
Maybe, depends on what "knowledge" you mean.

No

No. Just for fun

15. Do you ever find a meme that appears to specific race/group? (Apakah anda pernah menemukan meme yang terlihat menyinggung ras atau kelompok tertentu?)

27 tanggapan



If the answer of number 16 is "yes", to what extant do you think the meme is offensive to the specific race or group? (Jika jawaban pada nomor 16 "yes", sejauh mana menurut anda meme tersebut tampak menyinggung terhadap ras atau kelompok tertentu?)

27 tanggapan

