

**COOPERATIVE PRINCIPLE OF HUMOR IN THE SITCOMS
“FAMILY GUY” AND “AMERICAN DAD!”**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2022**

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THESIS

Presented 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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STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Cooperative Principle of Humor in the Sitcom “Family Guy” and “American Dad!”**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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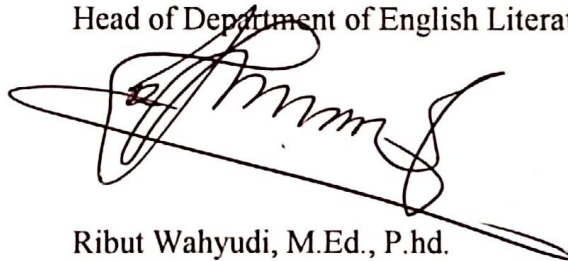
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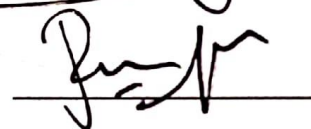
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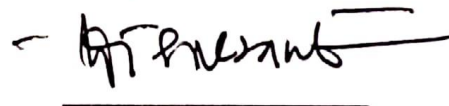
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MOTTO

"The wind does not blow to shake the trees, but tests the strength of their roots."

(Ali bin Abi Talib)

DEDICATION

This thesis especially dedicated to :

My beloved parents, Nurhadin and Muntadziroh who always give me love, spirit,
and support

My friends who always support me in finishing this thesis. Thank a lot for your
endless loves, prays, and support.

To myself who have been trying and not giving up

I love you all.

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With this, this thesis cannot be perfected without the contribution of all readers with constructive criticism. The researcher hopes that this thesis can be refined by future scholars interested in the same issue.

Alhamdulillahirobbil 'Aalamiin

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ABSTRACT

Rafi'i, Muhammad Naufal (2022), *Cooperative Principle of Humor in The Sitcoms "Family Guy" and "American Dad!"*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Djoko Susanto, M.Ed., Ph.D.

Keywords: *Humor, Violation Maxim, Sitcoms.*

Humor in sitcoms is one of the entertainments that is quite liked by most people because the humor in sitcoms usually tends to be light and easy for most people to digest. This phenomenon is illustrated by the sitcoms *Family Guy* and *American Dad!* which lasts a very long time. This shows that the sitcom is indeed quite popular with the public so that the sitcom is able to last long enough in the entertainment world. This study describes the types of humor that exist and how the violation of maxims affects humor in the sitcoms "*Family Guy*" and "*American Dad!*". The researcher adopted Manser's (1989) humor theory and Grice's (1975) cooperative principle theory. Humor can also occur because of the violation of the maxims formulated in the cooperative principle theory introduced by Grice (1975). This study uses a qualitative method. Data was collected by listening and transcribing the data to find out the types of humor and maxim violations that occurred. The findings of this study reveal that the sitcoms *Family Guy* and *American Dad!* use humor superiority more and in the utterances of humor in both sitcoms there is also a violation of the maxim of relation. Then there are also differences between the two sitcoms, namely the sitcom *Family Guy*, which is more verbally humorous, whereas in the sitcom *American Dad!* humor is more often shown visually.

مستخلص البحث

رافعي، محمد نوفل (2022)، مبادئ التعاون في الفكاهة في "Family Guy" و "American Dad!". البحث الجامعي، قسم الأدب الإنجليزي، كلية علوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: جاكا سوسانطا الماجستير.

الكلمة المفاتيحية: الفكاهة، جريمة مكسيم، المسرحية الهزلية

الفكاهة في المسلسلات الكوميديية هي واحدة من وسائل الترفيه التي يجدها معظم الناس لأن الدعابة في المسلسلات الكوميديية عادة ما تكون خفيفة وسهلة الفهم لمعظم الناس. وتتجلى هذه الظاهرة في المسلسلات الكوميديية *Family Guy* و *American Dad!* التي تدوم لفترة طويلة جدًا. هذا يدل على أن المسرحية الهزلية تحظى بشعبية كبيرة بالفعل لدى الجمهور بحيث يمكن أن تستمر المسرحية الهزلية لفترة كافية في عالم الترفيه. تصف هذه الدراسة أنواع الفكاهة الموجودة وكيف يؤثر انتهاك الأقوال على الفكاهة في المسلسل الكوميدي *Family Guy* و *American Dad!*. تبنى الباحث نظرية الفكاهة لمنسر (1989) ونظرية جريس (1975) للمبدأ التعاوني. يمكن أن تحدث الدعابة أيضًا بسبب انتهاك المبادئ التي تمت صياغتها في نظرية المبدأ التعاوني التي قدمها غريس (1975). يستخدم هذا البحث طريقة نوعية. تم جمع البيانات من خلال الاستماع وتدوين البيانات لمعرفة أنواع الفكاهة والانتهاكات القصوى التي حدثت. نتائج هذه الدراسة تكشف أن المسلسل الكوميدي *Family Guy* و *American Dad!* استخدمت تفوق الفكاهة أكثر وفي الأقوال الدعابة في كلا المسرحيين الهزليين هناك أيضًا انتهاك لمبدأ العلاقة. ثم هناك أيضًا اختلافات بين المسلسل الهزلي، وهما المسرحية الهزلية *Family Guy*، حيث يتم نقل المزيد من الفكاهة شفهيًا، بينما في المسرحية الهزلية *American Dad!* غالبًا ما يتم عرض الفكاهة بشكل مرئي.

ABSTRAK

Rafi'i, Muhammad Naufal (2022), *Prinsip Kerjasama Humor dalam "Family Guy" dan "American Dad!"*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Djoko Susanto, M.Ed., Ph.D.

Kata Kunci: *Humor, Pelanggaran Maksim, Sitkom.*

Humor di dalam sitcoms adalah salah satu hiburan yang cukup digemari oleh kebanyakan orang karena humor-humor dalam sitkom biasanya cenderung ringan dan mudah untuk dicerna oleh kebanyakan orang. Fenomena ini tergambarkan oleh sitkom Family Guy dan American Dad! yang bertahan sangat lama. Hal itu menunjukkan bahwa sitkom memang cukup digemari oleh masyarakat sehingga sitkom tersebut mampu bertahan cukup lama dalam dunia hiburan. Penelitian ini mendeskripsikan jenis-jenis humor yang ada dan bagaimana pelanggaran maksim mempengaruhi humor dalam sitkom "Family Guy" dan "American Dad!". Peneliti mengadopsi teori humor Manser (1989) dan teori prinsip kerjasama Grice (1975). Humor juga bisa terjadi karena adanya pelanggaran maksim yang dirumuskan dalam teori prinsip kerjasama yang dikenalkan oleh Grice (1975). Penelitian ini menggunakan metode kualitatif. Pengumpulan data dilakukan dengan cara menyimak dan mentranskrip data untuk mengetahui jenis-jenis humor dan pelanggaran maksim yang terjadi. Temuan dari penelitian ini mengungkap bahwa sitkom Family Guy dan American Dad! lebih banyak menggunakan humor superiority dan dalam ujaran humor di kedua sitkom juga terdapat pelanggaran maksim of relation. Kemudian juga terdapat perbedaan diantar kedua sitkom tersebut yaitu sitkom Family Guy lebih banyak humor yang disampaikan secara verbal sedangkan dalam sitkom American Dad! humornya lebih sering ditunjukkan secara visual.

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CHAPTER I

INTRODUCTION

This chapter describes the background of this research, previous studies, research questions, the objectives of the research and significance, the scope and limitations, and the definitions of key terms.

A. Background of Study

Sitcoms are popular fiction shows and are loved by various groups. The sitcom genre is one of the most popular programs (Juckel, et al, 2016). In sitcoms, humorous sentences can result from the fact that what the listener gets as the most relevant interpretation of the speaker's utterance differs from the speaker's actual intended meaning (Wu & Yong, 2010). Humor in sitcoms is usually packaged attractively and easily digested by the public, thus making it always popular with the public because it is considered an entertainment program. Humor is the art of language as well as a special style of language that is often applied in everyday communication. In all works of literature, film, and television, humor has always been a timeless theme and is highly valued for its aesthetic pleasure (Wen, 2021). Humor describes verbal or textual, sometimes physical, stimuli that trigger responses such as laughter in the reader or listener (Bertero & Fung, 2016).

Many researchers have researched humor in various fields in the perspective of the cooperative principle. For example, Wu and Yong (2010) analyze humor strategy in the American sitcom *America*. On the other hand, Wen (2021), Chaipreukkul (2013), Yamalita, et al (2021) discussed about pragmatic analysis of verbal humor in sitcom series. In addition, Nastiti (2018) explains regarding the use

of implicatures in making a humor. Furthermore, Tian-yu (2021) analyze verbal humor in relevance theory and the principle of cooperation. Therefore as result, the comparison of comedy across different sitcoms is left out. The purpose of this article is to compare and contrast the comedy employed in two prominent sitcoms. Using two sitcoms as data sources, the goal is to learn more about the relationship between comedy and cooperatives in general. In that manner, the comedic qualities of these sitcoms may be seen, and comedic qualities of these sitcoms can stimulate people's interest in following the series.

Humor is a regular speech in human daily life, whether it's in direct conversation, social media interactions, movies, and so on. As a result, one of the most popular forms of entertainment is humor, which is both practical and enjoyable. According to Widjaja (1993) in Rahmanadji (2007), humor is used to entertain ordinary people since entertainment is a necessity for humans' self-defense in the process of survival.

Many studies have researched on the study of humor, such as humor in interaction, which has been carried out by Norrick (2010). Then Holmes (2006) who examines the Pragmatic Aspects of Humor in Gender and the Workplace. El refaie (2011) also examines the reaction of young people to newspaper cartoons that use pragmatic comedy. Then Hay (2000) discusses the role of humor in the communication of men and women. Then, Askildson (2005) examined the use of humor in language training has various effects.

In pragmatics, the main goal of a discussion is to exchange information. Typically, the two communicating people will collaborate to attain their aims and

objectives. In his article "Logic and Conversation," Grice first introduced the cooperation idea (1975). A dialogue must follow four maxims under the cooperative principle: number, quality, relevance, and manner. Grice says as quoted by Hadi (2013) that humans speak clearly and rationally and that cooperation is organized through conversation.

Furthermore, he claims that this behavior will never go away because it was developed as a child. The cooperative principle does, however, include some exceptions, such as flouting, violation, infringement, and opting out. These deviations might occur when dialogue does not match the conditions of the cooperative principle's four maxims. Grice offered this maxim as a guide for successful communication, according to Bach (2005), as quoted from Hadi (2013). He saw them as presuppositions about speech, beliefs that listeners relied on and that speakers exploited. According to Attardo (2008), humor is a form of communication that does not tolerate the notion of cooperation since it frequently breaks rules.

According to previous study on humor in sitcoms from the cooperative principle perspective (Yamalita, et al, 2021), (Chaipreukkul, 2013), humor is created when the speaker breaks the cooperation principle maxim. Yamalita et al. analyzed data from nine episodes of the comedy Miranda using qualitative methodologies. They discovered 80 hilarious utterances in the sitcom Miranda, which were further separated into four groups, and concluded that there were four forms of non-observance. Hao, Meng-Yu, and Ming identified the data gathered through qualitative approaches using Grice's cooperative principle theory. Then

Chaipreukkul (2013) bases his research on Thomas's (1995) theory and Berger's (1990) inventories of rhetorical categories. The goal of the study is to figure out what kind of non-observance is prevalent in the sitcom *The Big Bang Theory*.

Another previous study on humor and cooperative principle was explored by researchers. As a result, the researcher adapts past studies that deal with similar themes to the current one. Unlike earlier studies, which only focused on one sitcom title, there is a gap that may be addressed, notably comparing the sorts of comedy that occur in two different sitcoms. Even though the data to be used is a comparison of humor in the two sitcoms, comparing the two sitcoms can yield different research data outcomes from past studies.

The gap of this research is on the comparison of two sitcoms and linking humor to the cooperative principle. This gap is significant because it can provide scholarly insight into the variations in maxim breaches that can occur in some humorous remarks. This study can contribute to a better understanding of pragmatics by providing more information about humor and the relationship between humor and the cooperative principle. This research can yield non-academic insights as well as academic insights, such as an overview of the qualities of comedy in a sitcom from a specific country.

Many earlier studies of humor and the cooperative principle have been conducted. Many researchers have investigated comedy and the cooperative principle at the same time because the two are involved. Wu & Yong (2010), for example, investigate how actors in American comedies break rules to make them funny. The sitcom *Friends*-season 10 served as the corpus for this study's data

collection. The researcher examined the data using Grice's cooperative principles theory (1975). Researchers in this study use words to describe the data they collected. When evaluating the data, the researcher utilized four types of maxims as a guide to see how actors produce humor by breaching maxims: the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of way.

Then there's Chaipreukkul (2013), which talks about sitcom humor and cooperative principles. The purpose of this study is to look at the different types of non-compliance with the Grice Cooperation Principle that can be found in humor discourse on *The Big Bang Theory*, as well as the rhetorical techniques that can be used to help non-compliance with the Cooperation Principle provoke a sense of humor in the dialogue series. The research focuses on parts of the text that have a humorous effect, such as those with laughter soundtracks. The information is gathered from the characters' utterances in soap operas that contain violations of maxims. Thomas' (1995) theory was used by the researcher.

The researcher proceeded through a set of steps in order to analyze the data. First, based on Thomas' theoretical framework, the transcript was marked to identify five categories of non-compliance with the Cooperative Principles' principles (1995). Second, the data were evaluated by elucidating the character's motivation for disobeying the CP maxim. Third, based on the framework presented by Berger (1990) found in the series, the researcher identified amusing rhetorical tactics and discovered new coding techniques in addition to the indicated techniques. The total number of each type of disobedience and rhetorical technique was calculated, and the percentage of each type was calculated by applying the

following formula: [(sum of each type of disobedience and rhetorical technique/number of total of all types of disobedience and technical rhetoric appearing in the transcript) x 100 percent].

Then there's one of the past researchers who specialized in the topic of humor, for example Norrick. Norrick (2010) discusses research on humor in interactions in his paper, beginning with the pragmatic approach to humor and its relationship to theories of politeness and gender in the second half of the twentieth century when real data and transcribing methods were more readily available. According to Norrick (2010), the rise of Conversational Analysis and interactional sociolinguistics has made it possible to investigate jokes and joke-making in everyday speech in greater depth. It depicts the present state of the research based on many data and analytic sample characteristics.

Unlike the previous articles, Holmes (2006) examines humor differently, specifically in terms of gender and the workplace. In this paper, Holmes discusses the importance of humor in workplace collegiality. The article focuses on how humor can help to sustain and build workplace cohesion. The study highlights three characteristics that can all play a role in the creation of gender identity in the context of humor. First, pragmatic contributions are important: with problematic comedy, the difference between supportive and opposing humor sequences is crucial. Second, the order's discursive effect must be considered: a distinction must be drawn between collaborative maximal and minimal contributions (i.e. cohesive contributions to a shared floor vs often more competitive independent contribution to floors). Finally, the substance of the three 'gender' sequences is

analyzed in further depth, demonstrating how gender can be an explicit focus of humor in the workplace at times.

Another study about cooperative principle in humor is also conducted by Qiu (2019) entitled "Pragmatic Analysis of Verbal Humor in "Friends" Based on Cooperative Principle. This paper further develops the study of humor mechanisms within the framework of pragmatic theory, deepening the understanding of internal verbal mechanisms humor, and verify the principle of cooperation, He used the popular sitcom "friends" as the objective of the study. Grice's theory was used to analyze the data. In the same line with Qiu, Raharja and Rosyidah (2019) also conducted cooperative principle in humor using Grice's theory. They conducted the violation of maxim that uttered by Dodit Mulyanto in Stand-Up Comedy Indonesia season 4. The sources of the data are 17 videos of Dodit Mulyanto's speech during his performance which was taken from YouTube sites.

Oksinia et al (2021) also explored a research about cooperative principle in humor. The aim of this research is to find out the types of non-observance of cooperative principles that are used when making humor. The primary sources of data are the humorous utterances of nine episodes of Miranda (British television situational comedy). Here, the researcher uses qualitative methods to analyze the data. This study applied Grice's theory to identify the cooperative principle. The results showed that there were 66 utterances (82.5%) of flouting maxim, 10 utterances (12.5%) of violation maxim, 3 utterances (3.75%) of infringing maxim, and 1 utterance (1.25%) of opting out maxim which are found in the sitcom.

Kuang and Zhao (2017) analyzed the non-observance of maxim in the Chinese sitcom entitled "Home with Kids season four". Meanwhile, Saradifa (2020) observed the types of non-Observance maxim in the drama series "The Grapevine: Gossip at Work, What Should You Do as A Leader?". The two studies above used Grice's theory of maxim to analyze the data. The qualitative descriptive was applied as their research method. Both studies above concluded similar results that the character in the show mostly use maxim violation as a way to disobey maxims.

As follows, Oksinia et al (2021) also explored a research about cooperative principle in humor. The aim of this research is to find out the types of non-observance of cooperative principles that are used when making humor. The primary sources of data are the humorous utterances of nine episodes of *Miranda* (British television situational comedy). Here, the researcher uses qualitative methods to analyze the data. This study applied Grice's theory to identify the cooperative principle. The results showed that there were 66 utterances (82.5%) of flouting maxim, 10 utterances (12.5%) of violation maxim, 3 utterances (3.75%) of infringing maxim, and 1 utterance (1.25%) of opting out maxim which are found in the sitcom.

Based on preliminary observations conducted by researchers, there are two popular American sitcoms entitled "Family Guy" and "American Dad!". The sitcom "Family Guy" is a sitcom created by Seth MacFarlane for the Fox Broadcasting Company. The series is centered on the Griffin Family, The show is set in the fictional town of Quahog, Rhode Island, and showcases much of its surreal & dark humor in the form of humorous, metaphysical jokes that often belittle American

culture. Then the sitcom "American Dad!" is an American animated sitcom created by Seth MacFarlane for the Fox Broadcasting Company. This sitcom tells the story of the Smith family, the plots are often absurd, but grounded by family stories and real-world issues. Therefore, the humor in the two sitcoms is interesting to study because both sitcoms have quite a number of fans who like the humor in the two sitcoms.

The objectives of this paper are to discover the differences in maxim violations that occur in various genres of humor, as well as the differences in humor's characteristics in terms of language in the popular American sitcoms "Family Guy" and "American Dad!" The goal of this research is to see if a sitcom made by the same person, Seth Mcfarlane, has the same or distinct humor traits. The two sitcoms were picked because they have been on the air for a long time, Family Guy (1999-present) and American Dad! (2005-present), indicating that both sitcoms have devoted audiences and popular elements of humor.

Although most previous studies had only focused on one comedy title, this study was undertaken. Collecting data from two different variables can provide a more diverse variety of data since we can observe how humor can be developed from two different sides. Humor, in theory, should result in a laugh (Banas, 2011). This study qualitatively presents the data and is based on Grice's cooperative principles theory. The data in this study comes from the characters in the two sitcoms' humorous statements. This research can shed light on the impact of maxim violations on the qualities of sitcom humor.

B. Research Question :

1. What type of humors are used in the American sitcom "Family Guy" and "American Dad!"?
2. How does the violation of maxims create the types of humor in the two sitcoms?

C. Research Objective :

1. To find out what type of humors are used in "Family Guy" and "American Dad!" sitcoms.
2. To find out how the violation of maxims can create the types of humor in both sitcoms.

D. Scope and Limitation

The scope of this study is in the discipline of pragmatics, which investigates language in an utterance from the outside. Researchers will examine the utterances in humorous sitcom conversations in this study. The American sitcoms "Family Guy" and "American Dad!" will be used by the researchers. However, not all humorous utterances will be examined. Only hilarious utterances have linguistic elements and correspond to the principle. The researchers then used the most recent episodes of sitcoms to make them more relevant to the current situation.

E. Significance

This research makes both theoretical and practical contributions. Theoretically, this study can help people learn more about humor and the

cooperative principle in sitcoms. This study can also help with understanding Grice's cooperative principle theory and Manser's theory of comedy (1989). This study might potentially serve as a resource for future academics working on similar problems.

F. Definition of Key Terms

- 1. Pragmatics:** Pragmatics is a field of linguistics that studies the relationship between meaning and context in situations other than language. The meaning of context outside of language is a factor that can influence the meaning of a conversational speech in sitcom.
- 2. Humor:** Humor is a type of communication that can make someone laugh, and is often used to entertain others which can be presented in the form of a sitcom.
- 3. Cooperative Principle:** The cooperative principle is a concept that illustrates how characters in sitcoms might achieve effective communication by having speakers and listeners cooperate to express and receive information.
- 4. Sitcom:** Sitcoms are short comedy shows lasting between 20 and 30 minutes titled "Family Guy" and "American Dad!" which only aired on one American television station. The sitcom theme usually varies with each episode, but the setting, location, and characters are consistent.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher discusses several theories related to the theoretical approach, including pragmatics, humor, cooperative principles, and Non-observances of the Maxim.

A. Theoretical Framework

1. Pragmatics

Pragmatics is a branch of linguistics that studies the structure of the meaning of language commonly used in communication. This case involves the sentence and the context that applies according to the situation. In sentences, pragmatics also examines verbal signs, both non-verbal in a conversation and words. Therefore, pragmatics is closely related to a conversation because it is related to the meaning conveyed in the conversation. This is in accordance with the words of Leech (1983), who stated that the purpose of pragmatics in linguistic studies is the study of meaning that has to do with speech situations.

According to Levinson (1983) Pragmatics is the study of those aspects of language that require reference to language and then lead to a very natural and further limitation of terms in analytical philosophy. Yule (1996:4) states that pragmatics is a field of study that examines the relationship between linguistic forms and the use of these forms. Afterthat, according to Arista (2014) pragmatics is the study of the relationship between language and context that underlies the explanation of language understanding. Understanding language refers to the fact that in order to understand a language expression or utterance, knowledge beyond

the meaning of the word and its grammatical relationship is required, namely its relationship to the context in which it is used

This study uses a pragmatic scope because it will relate to the meaning of a conversation carried out by the speaker and listener. This research will examine a conversation in a sitcom and in that conversation has an element of humor in it. Therefore, researchers use the scope of pragmatics as a basis because later, they will see the meaning of the conversation in the sitcom understudy. From this, can be concluded that pragmatics is a branch of linguistics that examines the meaning of a conversation according to the ongoing situation.

2. Humor

Everyone in this world would like humor that can entertain him. Even today, there are talent shows for someone who can create entertaining humor, such as "Stand Up Comedy." Humor is a very common utterance found in a conversation. Usually, humor is inserted in the conversation to create a more relaxed atmosphere or avoid awkwardness. According to Wyer & Collins (1992), Humor is the basic ingredient of social communication. These are rare conversations where at least one participant doesn't try to elicit laughter at some point or doesn't respond with amusement to something someone else has said or done. There are many ways to create a funny utterance, from the natural way to the unnatural way. Everything in this world can be used as humor, depending on the tastes of the listener and speaker. The purpose of humor is usually to serve as entertainment because entertainment is

an absolute necessity for humans. Therefore, humor as a means of human entertainment is very important.

Humor can be used to express ideas, thoughts, and feelings, which will attract to humor's opponents. It can also be used as a kind of self-defense in situations where there are no rude words or physical contact. It can also be used to relieve mental stress and relax the mind. However, not everything that is entertaining is humorous. People may laugh at a street incident, strange people, or a misbehaving lady at a party, but these are not examples of humor. Humor should be judged on its ability to be purposefully made. There are two types of humor: verbal humor and nonverbal humor. The verbal humor makes use of words, phrases, and sentences, whereas the physical humor makes use of action, kinesics, and so on.

According to Manser (1989), classifies humor theory into three types.

1. The first is the theory of superiority. This theory says that a person will laugh if he feels superior to others who make a mistake, lack, or experience an unfavorable situation.
2. The second is the incongruity theory, which states that funny feelings arise because we are faced with an unexpected or inappropriate condition that occurs suddenly. For example, we see a horror film and then we feel tense when we see the film, but it turns out that in the horror film there is a ridiculous incident that does not match the picture of the horror film situation.

3. Then the third theory is the theory of relief or freedom, where this theory states that the core of humor is the freedom of a person from existing restraints. For example, humor about sex jokes, swearing, and witty satire.

3. Cooperative Principle

In pragmatics, the cooperative principle explains how humans can communicate effectively in general social situations. This principle explains how a speaker and listener can cooperate and receive or understand the information so that both parties have agreed. Referring to Ealen (2001) in Davies (2007), Grice's theory assumes that people are intrinsically cooperative and aim to be as informative as possible in communication, with informativeness referring to the efficient and maximum exchange of information.

Grice established the concept of conversational maxims and the cooperation principle to describe the method by which people perceive conversational implicature. By emphasizing the distinction between meaning and use of utterances, his theory was first described at William James lectures at Harvard University in the form of a paper, 'Logic and Conversation' (Thomas, 1995,62).

Grice introduced the four conversational maxims in his article 'Logic and Conversation.' These four sets of maxims are intended to guide persons who are communicating with others in order to reach the conversation's purpose in the most efficient, rational, and maximal way possible. They must talk honestly, relevantly, and clearly for this goal, and they must provide information as requested. The four

sets of conversational maxims quoted from Levinson's book *Pragmatics* (Levinson,1983,101) are as follows:

1. Maxim of Quality

According to Grice (1975), the maxim of quality requires that the spoken utterance be true so that the speaker does not say something wrong and lacks concrete evidence. These notions run into three sets of issues: those relating to the concept of 'truth,' those relating to belief logic, and those relating to the nature of 'sufficient proof.' Each participant in a conversation must tell the truth; he will not say anything that he believes is false or for which he has sufficient evidence. Tina, for example, *claimed to be in Jakarta at the moment and said she had evidence in the form of a photo taken in front of Monas. However, it is well known that the photograph she took a year ago indicates that she has violated the maxim of quality.*

2. Maxim of Quantity

According to Grice (1975), the maxim of quantity requires the speaker to convey information as effectively as possible to not convey too much or less information. Participants in a conversation must make the message as informative as possible. For example, if you say, "*I only drove to Abdurrahman Saleh airport yesterday,*" you're implying that you're not going somewhere else. If you later discover that you drove somewhere else, you have violated the quantity maxim because you are not informative.

3. Maxim of Relation

According to Grice (1975), the relation maxim requires the speaker and the interlocutor to contribute to the conversation so that the conversation can be focused on. The relevance maxim is viewed as a condition of relevance that is interpreted to be directly relevant to the current interaction. This means that, in addition to basic situations of answers, the relationship between participants can be shown to be relevant. Take the following situation:

May: Can you tell me where you put the TV remote?

Justin: The sofa seems to be in good condition.

Justin's answer meant "The TV remote is on the couch." At the other hand, Justin didn't say that; instead, he said something completely unrelated to May's question. If Justin doesn't know where the remote is, Justin's response can be made relevant to May's question by hinting that the control is most probably on the couch.

4. Maxim of Manner

According to Grice (1975), the maxim of manner demands a clear, orderly, and concise contribution to avoid ambiguity and unclear expression.

Then, Gazdar (1979) reformulated these formulas into: part (i) instructs speakers and addressers to use, and interpret each other as using, the same language or the intersection of their perspective languages or idiolects; part (ii) instructs not to use ambiguous expressions; part (iii) concerns quantifying over the length of

expression at some level of representation; and part (iv) is the formulation requires tightening up, generalizing to coherence; and part (v) is the formulation requires tightening up, generalizing to cohere

This research is based on Grice's (1975) cooperative principle theory. Grice assumes that humans communicate with each other logically and reasonably, and there is a principle of cooperation to achieve goals with one another. The real intent is the listener by assuming cooperative, contextual information and educational background (Hadi, 2013). In Grice's theory, there are three types of implicatures, namely fluted, clashed, or violated. In the first case, the speaker cannot accomplish the maxim due to certain effects. In a clash of maxims, the speaker cannot complete the maxim to respect the listeners, and in the last case, there is hidden non-cooperation and the speaker can be misled (Grice, 1989, 30). This theory becomes relevant because it examines humor and its relationship with the cooperative principle. Humor itself can be created because of a deliberate violation of maxims to create implicatures that contain jokes.

Cooperative principle theory can be used in this study to analyze the data obtained. By using this theory, researchers will be able to analyze or classify the data obtained into the types of violating maxims that Grice has proposed in the theory of the principle of cooperation. Then, with this theory, researchers will also be able to find out how a maxim violation that occurs frequently will create a character of humor in a sitcom. Then with this theory, researchers can also identify differences in humor and maxim violations that often appear in the two sitcoms studied.

4. The Non-observances of the Maxim

However, there are various cases where people disobeyed the maxims, such as when they are unable to talk effectively or when they actively lie. There are some ways of failing to observe a maxim:

a. Flouting Maxim

We call it 'flouting' the maxims when the speaker does not appear to follow the maxims but expects the listener to understand the implied meaning. When breaching maxims, speakers presume that listeners understand that their statements should not be taken lightly and that they can infer suggested meanings, just as they can infer implied meanings with indirect speech acts Cutting (2005).

There are four types of flouting maxims: (i) Flouting quantity, when the speaker who flouts the quantity maxim appears to deliver too little or too much information; (ii) Flouting quality, where the speaker flouts the quality maxim in a variety of ways. First, they may just simply say something that manifestly does not represent what they think. The speaker can then use a metaphor to defy the quality maxim. The last one, in the guise of irony and banter, is breaching the quality maxim. (iii) Flouting relation: When speakers disobey relational maxims, they expect listeners to guess what the utterance didn't say and create a connection between their utterance and the one before it. (iv) Flouting Manner, those who break the maxim of manner and appear ambiguous frequently attempt to exclude third parties or communicate in an ambiguous way.

b. Violating a Maxim

The next maxim disobedience is violating maxims. A speaker can be said to 'violate' a maxim when they know that the listener will not know the truth and will only understand the surface meaning of the words (Cutting, 2005). There are also four types of violating maxim, namely Violating maxim of quantity, Violating maxim of quantity, violating maxim of relation and Violating maxim of manner. The following is an example of violating maxim:

Jack: Rose, why do you smell like you've been drinking?

Lora: I didn't drink because my pals drank.

Jack: But your mouth stinks of alcohol, and you're stumbling!

Lora: No, Jack! I'm not drunk; I'm just tired.

Lora has violating the quality maxim by disguising the fact that she drinks alcoholic beverages, as evidenced by the discussion above. By giving such a response, he was attempting to mislead Jack. She did this because she didn't want Jack to find out she'd been drinking.

c. Infringing Maxim

Due to their poor verbal performance, a speaker who infringes a maxim fails to observe it (Cutting, 2005). This can happen if the speaker has a poor command of the language (e.g., a kid or a foreign student), if their performance is affected (e.g., anxiousness, drunkenness, excitement), if they have a cognitive impairment, or if they are just incapable of communicating correctly (Thomas 1995:).

d. Opting Out Maxim

A speaker who opts out of a maxim expresses a desire to cooperate but does not want to seem uncooperative. They are unable to respond in the expected manner for legal or ethical grounds, and they state this (e.g., 'I'm afraid I can't offer you that information') (Cutting, 2005).

CHAPTER III

RESEARCH METHOD

The methodologies employed in this study will be discussed in this part. The method used in this study is one that is thought to play a key role and is linked to the research's long-term viability. The research design, research instruments, data and data sources, data collecting, and certain stages in processing all data to answer research questions will next be discussed in this section.

A. Research Design

Qualitative research methodologies were used in this study. Because it falls inside the category of data to be analyzed, the research approach was chosen. According to Payne (2007), the qualitative methodology indicates that researchers are active participants in the gathering and analysis of data. In-depth interviews, focus group discussions, observation, content analysis, visual approaches, and biographies are all examples of qualitative research methods that allow you to analyze people's experiences in depth (Hennink et al., 2020). Then, according to Creswell (2009), qualitative research entails identifying individuals or groups in social situations. As a result, Creswell's assertion is significant because this research will focus on a social phenomenon that occurs in a comedy. The researcher then became a more active participant, viewing, observing data sources, and collecting the information gathered.

B. Research Instrument

The researcher acted as the research instrument in this study. In the sitcom under examination, the researcher observed, transcribed, and gathered dialogues, as well as identified and categorized data on humor and maxim violations. Even though the data was obtained in the form of utterances, the researcher additionally assessed the data with interpretation.

C. Data and Data Sources

Two popular American sitcoms, "Family Guy" and "American Dad!" are used as data sources in this study. The data obtained from the two sitcoms are humorous utterances spoken by the characters in the sitcoms. The information contained in the utterances will be analyzed and categorized once more.

D. Data Collection

Several measures must be taken to study the differences between maxim violations and humor in the two sitcoms. First, the researcher noted every instance of humor in the two sitcoms. Second, every humorous word discovered in both sitcoms was transcribed. Third, each piece of data is divided into the many sorts of humor and infractions of the cooperative principle. Not all utterances in the two sitcoms will be investigated. Only utterances containing elements of humor will be investigated.

E. Data Analysis

There are various phases involved in data analysis. The researchers began by examining the transcripts of amusing utterances discovered. Second, divide the collected data into Manser's (1989) humor kinds and Grice maxim violations (1975). Third, the researcher examines the relationship between the frequent violations of maxims and the qualities of humor in both sitcoms. Fourth, the researcher explains and concludes the findings of the analysis. Because not all hilarious statements will be analyzed, this study has data reduction. Only statements that correspond to the humor theory will be further explored.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the author will describe the results of data analysis and discussion of humor that contains maxim violations in the sitcoms *Family Guy* and *American Dad!*. The author analyzes two sitcom videos, and for each title, the author analyzes one episode. In analyzing the data, the writer uses Manser's (1989) humor theory, which classifies humor into three types: theory of superiority, incongruity, and relief or freedom. Then humor theory will be combined with the Cooperative principle theory introduced by Grice (1975). In this theory, Grice describes four maxims, namely Maxim of Quality, Quantity, Relation, and Manner, which must be considered.

In addition, in Grice's theory, it is also explained that there are several violations of the maxim, namely the Flouting Maxim, Violating maxim, Infringing maxim, and Opting out maxim. These types of maxim violations will later be used in analyzing the data because maxim violations are one of the causes of humor. Therefore, the data analysis will be divided into two subchapters in this chapter. The first is an analysis of the classification of humor. Then the second is the analysis of the classification of maxim violations.

A. Findings

In the sitcom *Family Guy*, there are several main characters, namely members of the Griffin family. First, Justin Peter Griffin is the patriarch of the Griffin household, a 45-year-old Irish-American blue-collar worker. For much of

the series, Peter is shown as an alcoholic, obese, outspoken, immature, and alcoholic eccentric. Then Lois Patrice Griffin is the matriarch of the Griffin family, wife of Peter, and mother of Meg, Chris, and Stewie. She is a 43-year-old British-American housewife who takes excellent care of her children and husband and works as a piano instructor. Then Megatron Nicole "Meg" Griffin is Griffin's 18-year-old daughter and eldest child. He is a self-conscious, insecure, and sensitive teenager who is often ridiculed and ignored by those around him.

Next up is Stewart Gilligan "Stewie" Griffin is Griffin's 1-year-old child but often behaves maturely, like speaking in a high-class English dialect. He is a child genius who often aspires to kill his mother, Lois, and take over the world. Lastly, Brian H. Griffin is an anthropomorphic 8-year-old white Labrador Retriever speaking in the family and close friends of Stewie and Peter.

Meanwhile, in the sitcom American Dad! There are also several main characters. Stanford Leonard "Stan" Smith is the main character in American Dad! who has an overly masculine voice and attitude about him. Stan is Francine's husband, also Hayley and Steve's father. Then Another main character is Francine Smith, Stan's sweet wife. She is a modern woman trapped in the role of a traditional wife. Then Hayley is the daughter of the very liberal feminist Stan. The two are constantly at odds, with Stan usually meddling in his affairs with dire consequences. Then Steve is Stan's nerdy teenage son, who is not very popular but intelligent. He even published his book. Roger is the alien Stan who was rescued from Area 51. Talking like Paul Lynde, he spends his days drinking

martinis and watching bad television. Lastly, Klaus is a German goldfish belonging to the family who strongly desires Francine.

Not all utterances in the two sitcoms will be investigated, only verbal humorous utterances will be examined. The data that will be examined in the two sitcoms are described in the subchapters below.

1. Types of Humor in the Sitcom "Family Guy Season 18 Episode 16"

In this sitcom, twelve humorous utterances were found, and the twelve utterances were further classified into three types of humor: humor superiority, incongruity, and freedom. Six utterances of humor fall into the type of humor superiority. Then the utterances of humor that fall into the type of humor incongruity there are three utterances. Finally, this sitcom includes three humorous utterances that are included in the humor freedom type. Each utterance of humor is described below. The data analysis below is described in two paragraphs. The first paragraph discusses the context of the data, then the second paragraph discusses data analysis.

a. Superiority

According to Manser (1989), this theory says that a person will laugh if he feels superior to others who make a mistake, lack, or experience an unfavorable situation.

Data 1.1

(00:01:08 – 00:01:17)

Police Officer : Sir, could you please roll down your window.
Peter : I can't I spilled honey on it and it won't move.
Police Officer : Please just step out of the vehicle.

In this scene, Peter is driving, and suddenly the air conditioner in his car breaks down, so he feels hot and tries to turn on the air conditioner in his car. When he tried to turn on the air conditioner in his car, he became unfocused while driving, so he drove recklessly. Therefore, he was ordered to pull over by the police. Then the policeman ordered Peter to open the window of his car, but Peter refused. He reasoned that he had spilled honey on the window so that his car window could not be opened. Finally, the policeman ordered Peter to get out of the car, but in this scene, Peter was seen having difficulty opening his car door because the door was sticky with the honey he had spilled earlier.

In this part, the humor is when the police officer ordered Peter to open the window, but Peter reasoned that he had spilled honey on his car window. This scene is funny for Peter's very unusual reason. Usually, most car windows are damaged because a part of the car window mechanism is about to be replaced, but unlike Peter's car, which was damaged because Peter had spilled honey on his car window. So that the incident became different from the events in general and made people who saw this film laugh, the sentence that is included in this type of humor is the sentence uttered by Peter "I can't I spilled honey on it and it won't move." However, this humor is included in the superiority humor theory because we, as the audience, can laugh at Peter's carelessness. So that we indirectly feel that we feel superior to Peter because Peter's carelessness is rarely done.

Data 1.2

(00:01:39 – 00:01:52)

Commentator : It's make or break time 75 million dollars at stake betting starts with Peter Griffin. Oh he's not looking at much of anything right now and those mirrored sunglasses not doing him any favors.

Peter : All in!

In this scene, Peter is playing a game of poker. In this scene, a commentator explains Peter's situation while playing poker. When playing poker, Peter uses glasses that reflect the card he is holding so that Peter's opponents can see the card being held Peter through the glasses Peter is wearing. Nevertheless, at that time, Peter tried to threaten his opponent by using psychological threats with the aim of his opponent thinking that Peter was holding a good card. The threat that Peter made was to bet all the coins he had. However, Peter's opponents already know that the card that Peter holds is horrible from the reflection of the glasses Peter is wearing. So, he was not afraid of the threat that Peter did. Therefore, Peter's opponent also dared to bet all his coins.

In this scene, the humor is the actions taken by Peter, namely when Peter uses reflective glasses while playing poker. The incident became humorous because the audience was presented with Peter's carelessness and overconfidence, where Peter's carelessness was wearing reflective glasses that reflected the card Peter was carrying, and he did not realize it. Then the overconfidence that he has is that he thinks that his opponent does not know all the cards he is holding and

bets all the coins he has in the hope of influencing his opponent's psychology. This humor is included in the superiority type of humor because the cause of the humor in the scene is Peter's carelessness.

Data 1.3

(00:02:15 – 00:02:23)

Brian : Hi, I'd like to return this keyboard.
 Customer Service : Was there something wrong with it?
 Brian : Well it said it was designed for writers but when i sat down to work it just wasn't flowing through me.

Brian, Stewie, and Chris visit an electronics store in this scene. Their purpose there is to return the keyboard that Brian had bought. Therefore, only Brian had business there, so Brian told Stewie and Chris to go around the shop, and Brian only went to the return counter. The reason Brian returned the keyboard was that Brian felt that the keyboard did not match the type of keyboard promised by the store. Brian explained to Customer service that the keyboard was not working as expected. Brian thought that if he bought a writer's type keyboard, then when he used the keyboard, it would be easier for him to get ideas to write something, but that did not happen until he finally decided to return the keyboard.

In this scene, two senses of humor appear at once. First is the reason why Brian returned the keyboard he had bought. Brian returned the keyboard because the keyboard did not help Brian get an idea to write a work. An idea in writing work should come from ourselves, not from the keyboard we use. What is even funnier is that the shop continues to process Brian's complaint, which does not make sense if you think about it using logic. Then another humor is inserted into

the scene, namely when Brian is talking to customer service. Behind them, Stewie and Chris are seen fighting over a massage chair. However, the enormity of their fight over the seats also damaged the property of the shops around them. The sentence that is included in this type of humor is Brian's sentence: "Well it said it was designed for writers but when I sat down to work it just wasn't flowing through me". This humor is included in the superiority type of humor because humor arises of the stupidity and carelessness of the characters in the scene.

Data 1.4

(00:09:30 – 00:09:45)

Stewie : Again, I want to say I'm so glad all of our schedules lined up so we can work together and as a reminder, we've got New York on the line, New York are you there?

Brian : Stewie is there anyone specific on the line in New York?

Stewie : Brian you're just showing your ignorance the phrase is New York on the line.

In this scene, Stewie and Brian are interviewing the interviewee by telephone. Then the telephone line connected at that time was a telephone line in New York. However, the source connected at that time did not have a specific name, so Brian asked Stewie who precisely the person who was connected on the telephone line at that time was using the sentence "Stewie is there anyone specific on the line in New York?". However, Stewie blamed Brian's words because previously, Stewie said "New York on the line" while what Brian said was "on the line in New York."

The humor in this scene appears when Stewie blames the words Brian used when Brian asked Stewie. Stewie considers the word "New York on the line" as a

single correct phrase, so Stewie blames Brian for asking the question using the phrase "on the line in New York." Therefore, Stewie assumes that Brian does not know anything when Brian is not wrong in using the phrase. The sentence that is included in this type of humor is the sentence uttered by Stewie "Brian you're just showing your ignorance the phrase is New York on the line." This humor is included in the superiority type of humor because the joke in this scene is the innocence of Stewie, who still does not know anything because he is still a toddler. However, Stewie confidently thought he was right while what Brian said was wrong.

Data 1.5

(00:10:59 – 00:11:25)

Barbara : Now Lois, you have been accused of an unwanted touching.

Lois : When?

Barbara : Just now, just before the flip.

Lois : Uh, this is ridiculous.

Barbara : Lois please now the way this works is we simply gather information and I make up my mind an hour ago, Peter please tell us what happened.

Peter : I'm sitting there at my desk trying to watch movie on sites you guys haven't figured out yet and she comes in and kisses me

[Crying]

In this scene, Peter and Lois come to the Human resources office. Their purpose is because Peter wants to report his wife, Lois, on charges of unwanted touching. Peter's report started early in the morning at their house. In the morning, Lois met Peter in the kitchen, and Lois greeted Peter with a good morning and a kiss, but it turned out to be a problem for Peter because Lois suddenly kissed him.

Therefore, Peter also reported Lois with accusations of unwanted touching. Lois was confused why she was reported to the authorities just because she gave a kiss to her husband because it was normal for a husband and wife to do. However, Peter even considered it abuse. The accusation continues because Barbara (Human Resources Officer) defends Peter and thinks Lois is guilty.

The humor in this scene appears when Peter reports his wife to the authorities. Peter, who felt harassed because his wife kissed him, reported his wife being accused of unwanted touching. Of course, it can make the audience laugh because of the strangeness or something out of the ordinary that appears in the scene. The strangeness in the scene, of course, is when Peter reports his wife Lois just because of the kiss that Lois gave to Peter. This humor is included in the type of superiority humor because this humor arises from an unusual incident, namely a husband reporting his wife for a kiss which is considered an unwanted touch.

Data 1.6

(00:17:39 – 00:18:02)

Peter : Lois what do you think you're doing?

Lois : I don't know what you're talking about Peter I'm just creating a nice work environment for you. For instance, I also piped in easy listening music throughout the house, Ode to My Family by The Cranberries.

Peter : Lois you know, once I hear that I can't get it out of my head.

Lois : Ah, don't worry it's not the whole song, it's just a dude still part of repeat.

Peter : That's the catchiest part!

Lois : Well you better get to work it's already 9 15.

Peter : Come on peter focus you can do this!

[Music]

Bert : All right let's see what griffin's been up to. I've been saying that to corporate for years.

This scene takes place at Griffin's house. Lois turned her house into an office environment. Peter, who had just woken up and gone downstairs, was amazed to see his house had become an office. Peter also asked Lois what the reason Lois turned their house into an office environment was. Lois replied that she wanted to create a comfortable working environment for Peter. Lois also said she had played a song from The Cranberries called Ode To My Family. Peter objected if Lois played the song at home because the song would always be on Peter's mind. However, according to Lois, it will not be a problem because Lois only plays a few parts of the song. Finally, Peter tried to start his work, and sure enough, he could not focus on his work, and on his worksheet, he could only write the sentence "DOO DOO DOO DOO" which is the iconic lyric from the song Ode To My Family.

In this scene, humor occurs when Peter tries to do his job and sends it to his boss, Bert. In this scene, Peter's house is turned into an office by Lois, and at that time, Lois plays the song Ode To My Family sung by the band The Cranberries. The song is finally constantly ringing in Peter's mind so that Peter is unable to focus on doing his work. Peter keeps trying to finish his work, and after he finishes his work, he sends the results to his boss named Bert. Peter sends the results of his work via email, and then the results of Peter's work are seen by Bert. It turns out that Peter's work only contains the words "DOO DOO DOO DOO", which are the iconic lyrics of the song Ode To My Family. Peter could only write this sentence because the lyrics of the song Ode To My Family always appeared in Peter's mind,

so he was unable to focus on his work. This humor is included in the superiority type of humor because of a funny incident when Peter worked in his own house.

b. Incongruity

According to Manser (1989), this theory states that funny feelings arise because we are faced with an unexpected or inappropriate condition that occurs suddenly.

Data 1.7

(00:03:01 – 00:03:33)

Lois : Oh, there you are Peter listen I need you to, why are you so sweaty?
 Peter : The AC in my car broke, not from the honey and fat guy's sweat is like a battleship once it gets going you can't just turn it around. So, until the weather cools off, you're gonna be dealing with a slippery walrus, now if you'll excuse me I see a potential rival to my beach supremacy.

In the scene, Lois is looking for Peter, and then, when she throws garbage in the kitchen, she meets Peter. Then Lois saw that Peter was sweating unnaturally, and Lois asked why Peter was sweating like that. Then Peter replied that the AC in his car was broken even though they were in their house then.

In this scene, humor is found in the depiction of Peter's condition, which is excessive or unnatural. So that it can make people laugh when they see the depiction of Peter's situation at that time. Then the next humor is when he likens himself to be like a slippery walrus because Peter has a fat posture and is sweating at that time. This humor is included in incongruity humor because the jokes in this scene are found in Peter's silliness.

Data 1.8*(00:02:32 – 00:02:48)*

Customer Service : Do you have the original packaging for the item?
 Brian : No no, that's that's probably with the receipt.
 Customer Service : Manager who's dishearteningly younger than me to the service counter please.
 Manager : This better not be another overring corporate's gonna have my ass.

After customer service asked Brian for all the procedures for returning goods, the manager was finally called by customer service to go to the return counter immediately. When he called his manager, the customer service officer said that he felt hurt because the manager was younger than him. In this scene, perhaps most of us think that the store manager is only a few years younger than the customer. However, we will be surprised by the appearance of the store manager, who turns out to be a toddler. No wonder this can hurt the customer service because a toddler has rivaled him.

The humor here happens when the manager shows himself. In this scene, the audience is surprised by the appearance of the manager, who turns out to be a toddler. This may be following the manager's words, "Manager who's dishearteningly younger than me to the service counter please." Nevertheless, when the manager has not appeared, most of us will think that the manager will not be that young and assume he is only a few years younger than the customer. This humor is included in incongruity humor because we are presented with an unexpected situation that may not happen in the real world, namely a toddler who becomes the manager of a large electronics store.

Data 1.9*(00:03:49 – 00:04:09)*

Peter : Steady, you can do this all you got to do is remember the song you learned in bomb school green is good and green is good, and red is good and yellow is good and clip whatever you want (Singing).
[Booom!]

Police : Now who can tell me what he did wrong?

Student : He made up a song about cutting wires?

Police : He made up a song about cutting wires, don't do that guys.

The scene moves where Peter suddenly becomes a bomb defuser and is faced with an active bomb. Peter is very confident that he can defuse the bomb and believes that he can defuse the bomb. However, what Peter did turn out to be something ridiculous. He sang a song about cable that he learned in school. Then he cut the wires on the bomb based on the song, and finally, as we all expected, the bomb exploded. Then the incident was used as a learning material for the original bomb squads who had just entered so they would not make the same mistakes as Peter did in the video.

The humor in this part of the scene occurs when Peter is trying to defuse a bomb. Peter's inappropriate actions become humorous in the scene, where he even sings a song to choose which cable he will cut when taming. Therefore, the bomb that Peter defused exploded, and Peter failed to defuse the bomb. What happened in the scene is not appropriate because, in the real world, someone with no experience cannot be trusted to defuse a real bomb. What Peter did is also inappropriate in such a situation. Therefore, this humor is included in incongruity humor because of Peter's inappropriate behavior and events that are not possible in the real world.

c. Freedom

According to Manser (1989), this theory states that the core of humor is the freedom of a person from existing restraints. For example, humor about sex jokes, swearing, and witty satire.

Data 1.10

(00:01:22 – 00:01:39)

Peter : No, I don't start drinking till it's until I drive home.
 Police Officer : Why are you slurring your words?
 Peter : Sorry, I had captain crunch for breakfast the roof of my mouth is in shreds.
 Police officer : [laughing] I find that story relatable, you're free to go.
 Peter : Man, I can't believe that cop thought I was lying the only time I lie is when I play poker.

In this scene, Peter is asked about the reason why he was driving recklessly and why he was sweating so much, then the police officer asked if Peter was drunk at the time. Then Peter explained that at that time he was conscious, but when Peter explained to the police he spoke incoherently. The policeman again asked Peter what was causing him to speak incoherently. then Peter explained that he had eaten captain crunch cereal, and the cereal had torn the roof of his mouth making it difficult for him to speak. It turned out that the police officer thought that Peter's explanation was just a joke, even though the incident actually happened to Peter. Peter wonders why the cop thinks his explanation is just a lie and he say the last time he lied was when he was playing poker. So that Peter was considered joking by the police, Peter was finally released.

In this scene, the humor occurs when Peter explains the reason why he has difficulty speaking. Peter said that what caused him to have difficulty speaking was the captain crunch cereal. Peter's palate was torn because he had Captain Crunch for breakfast in the morning. This becomes humor because the reasons stated by Peter are considered unreasonable or seem trivial as if what Peter said was a joke. How can a cereal hurt the roof of the mouth, maybe that's what the police officer was thinking at the time until he thought Peter's words were just a joke so he finally let Peter go. This humor is included in the type of humor of freedom because this humor contains an allusion to the Captain crunch cereal. Here perhaps the producer of this sitcom wants to quip Captain Crunch that their cereal can hurt the palate because of the shape of their cereal which has quite sharp corners.

Data 1.11

(00:06:18 – 00:06:40)

Brian : We'll raise the money we need pay back the store and then email the backers saying we ran into trouble and couldn't finish the project.
 Stewie : Great idea Brian much better than that version of free solo narrated by a concerned midwestern mom.
 Narrator : Oh, that's too high Alex that's too high. Oh, I can't watch now why wouldn't you just have a nice lunch at Applebee's. I like that bird though.

In this scene, Brian, Stewie, and Chris are thinking about how to pay the property bill of the electronics store they've destroyed. Then Brian had an inspiration from a news story on a TV station that talked about a well-known film producer. Finally, Brian proposes to make a film in hopes of making a profit from

the project and being able to pay their bills. They also agreed with Brian's proposal and they discussed how they started the project and what film they would make. Brian also had an idea he said: "We'll raise the money we need to pay back the store and then email the backers saying we ran into trouble and couldn't finish the project". Stewie also agrees with Brian's idea and Stewie compares Brian's idea to a documentary that only has one middle-aged female narrator.

The humor in this scene appears when Stewie talks about a documentary that only has one middle-aged female narrator. Stewie's words can make the audience laugh because after Stewie spoke like that the scene turned into one of the intended documentary film scenes, whereas in the documentary film scene it was also heard that the middle-aged female narrator spoke with a distinctive and strange accent for a documentary. Not only is the way of speaking strange, but the narrator is also commenting on something outside the theme of the documentary. This humor is included in the freedom humor type because what becomes humorous is when Stewie criticizes a documentary film that maintains a middle-aged female narrator with a strange accent.

Data 1.12

(00:11:37 – 00:11:54)

Lois : That's its Peter, no more working from home I want you to go back to the office.
 Lawyer : Peter how can the company make this right?
 Peter : Bring back lay's wow chips with olestra.
 Lawyer : Mr. griffin those chips were recalled in the 90s for causing explosive diarrhea.
 Peter : You heard me.

In this scene Peter, Lois, and Barbara head to the Super HR room where they discuss the case. Barbara filed charges of unwanted touching and an overly sexualized work environment. Then because of that Lois forbade Peter to work at home and told him to go back to work in the office. Then Super HR asked Peter how the company could make this right. Peter replied that he wanted Lays Wow chips back in circulation, but that could not happen because the chips had been recalled as they could cause diarrhea.

In this scene, humor occurs when Peter discusses Lays WOW Chips. Peter requested that Lays WOW chips be returned to the market. However, Super HR refused because the chips had been recalled for a long time because these chips could cause diarrhea. The word diarrhea in the scene is used as a hyperbole with the phrase "explosive diarrhea" and illustrates how explosive diarrhea occurs. This is what makes this scene entertaining. This humor is included in the type of freedom humor because this humor satirizes the incident where Frito-Lay Inc. recalled some WOW Real Ruffles Potato Chips because the bags actually contained the "cheddar and sour cream" variety. the "cheddar and sour cream" variety contains dairy ingredients, FD&C Yellow No. 5 Lake and FD&C Yellow No. 6 Lake, which is not on the "real" variety label. Undeclared ingredients may cause allergic reactions in people with sensitivities to dairy products or color additives.

No.	Types	Amount
1.	Superiority	6
2.	Incongruity	3
3.	Freedom	3
Total		12

Table 1. Types of humor in the sitcom "Family Guy Season 18 Episode 16"

2. Types of Humor in the Sitcom "American Dad! Season 13 Episode 2"

In the sitcom American Dad! Season 13 Episode 6 found three utterances of humor and the three utterances were further classified into two types of humor, namely humor superiority and freedom. In this sitcom, no humorous utterances of the incongruity type were found. There are two types of humor utterances that fall into the superiority type of humor. Then, there is a humorous utterance in this sitcom which is included in the type of humor freedom. Each utterance of humor is described below. The data analysis below is described in two paragraphs. The first paragraph discusses the context of the data, then the second paragraph discusses data analysis.

a. Superiority

According to Manser (1989), this theory says that a person will laugh if he feels superior to others who make a mistake, lack, or experience an unfavorable situation.

Data 2.1*(00:06:29 – 00:06:45)*

Hayley : Clause!
 Clause : What the hell? well I'm doing a thing in here
 Hayley : It's my room, why do you even...
 Clause : Get out!
 Hayley : Well why are you even in my room Clause?
 Clause : Ouuutt!!
 Hayley : Aahhh fine

In this scene, Clause uses Hayley's room without permission to shop for a shoe through an online store. Then Hayley went into her room and saw that Clause was there, Hayley told Clause to come out because that room was Hayley's room. However, it was Clause who chased Hayley out of the room until finally Hayley relented and she left her room. After Hayley came out, Clause continued his unfinished song. So, Clause orders Hayley out of her own room just to continue singing.

The humor in this section occurs when Hayley and Clause are fighting over a room. Hayley, who felt that it was her room, told Clause to get out of the room, but Clause, who felt that she was there first, didn't want to leave the room. Until finally they had time to argue and in the end, it was Hayley who relented and left. It's ridiculous that Clause, who really wants to dominate Hayley's room, turns out to be only used to continue one verse of her unfinished singing. This humor is included in the superiority type of humor because we are presented with the ridiculousness of Clause. Clause, who should have no rights to Hayley's room,

actually kicked Hayley out of Hayley's room and ridiculously she used Hayley's room just to sing a song.

Data 2.2

(00:11:52 – 00:12:25)

Neighbour : No sorry I haven't got any packages lately.
 Clause : Oh well it was a long shot.
 Neighbour : Take her easy.
 Clause : Hey I'll take it any way I can gather ah.
 [Laughter]
 Clause : That lying son of a [__] has my shoes.
 Hayley : Clause that's ridiculous, okay we have no reason to son of a [__].
 [Music]
 Clause : What the you want to get nuts let's get nuts, I Brought some many bullets!

In this scene Klaus and Hayley are waiting for the shoes that Klaus bought at the online shop before. then check the delivery status on the web and there it says if Klaus's shoes have been sent. Klaus and Hayley also tried to check outside their house but the shoes were not there. Then Hayley advised Klaus to check at his neighbor's house because it could be that the package had strayed into their neighbor's house, because Hayley's previous order for the mat had not yet arrived. They went to their neighbor's house and asked if there was a package that had strayed into his house, but their neighbor said there had been no package at all recently. However, right in front of the door of his house there is a doormat that is exactly the same as the one that Hayley ordered. Finally, they threatened the neighbor so that he would confess using a gun.

The humor in the scene occurs when Hayley and Clause have proof that their neighbor is lying. The ridiculousness that occurs in this scene is their excessive attitude just because of a package. Hayley and Clause even threatened to use a gun just because their suspicions against their neighbors were not necessarily true. This humor is included in the superiority humor type because the jokes in the scene occur when Hayley and Clause do something out of the ordinary.

b. Freedom

According to Manser (1989), this theory states that the core of humor is the freedom of a person from existing restraints. For example, humor about sex jokes, swearing, and witty satire.

Data 2.3

(00:07:49 – 00:08:08)

Steve : What are we doing at the CIA?

Stan : Oh, just taking advantage of our top-secret soundstage this is where we filmed the moon landing, the JFK assassination, and Def Jam's how to be a player.

Steve : Wow, this is gonna be the most epic history project ever.

Stan : You bet your ass it is, now wait here I'm gonna go check on the script changes.

In this scene, Stan invites Steve to go to the CIA office. Stan's purpose to take Steve there is to help Steve make school assignments so that Steve can get an A in his school. Steve was also invited to the secret sound stage room where Stan said many historical events such as the landing of American astronauts on the

moon and the murder of JFK. Therefore, Steve became very enthusiastic to do his schoolwork there because they have very complete and proper film facilities.

The humor in this scene occurs when Stan tells Steve that the top-secret soundstage is where the video for the landing of American astronauts on the moon and the assassination of JFK was filmed. It is still a mystery among the public because there are so many conspiracies that say that these events are mere fabrications. Then in this film, they seem to confirm that the moon landing and JFK murders were a mere fabrication which was filmed in the top-secret soundstage room in the CIA office, but it was just a joke. This humor is included in the type of freedom of humor because there the producer made a satire of the CIA by confirming that the CIA had engineered these events.

No.	Types of Humor	Amount
1.	Superiority	2
2.	Incongruity	0
3.	Freedom	1
Total		3

Table 2. Types of humor in the sitcom "American Dad! Season 13 Episode 2"

3. Violation of The Maxims in Humor in The Sitcom “Family Guy Season 18 Episode 16” and "American Dad! Season 13 Episode 2"

The following are maxim violations found in both sitcoms. Only two types of maxim violations occur in the sitcoms Family Guy and American Dad!. The violations of these maxims are described below. Data 1. (...) means data from sitcom “Family Guy Season 18 Episode 16” then Data 2. (...) means data is taken from sitcom “American Dad! Season 13 Episode 2”

Data 1.4

In this scene, Stewie and Brian are conducting an interview with the interviewee by telephone. At that time their telephone line was connected to the New York line, but their source at the time was still unclear who was speaking from New York at that time. Then Brian asked Stewie who specifically was talking on the line. However, Stewie did not answer Brian's question instead, Stewie said that Brian did not know anything about their source at that time. In the conversation between Stewie and Brian, a maxim violation occurred, namely **violating the maxim of relation.**

Data 1.7

In this scene, Lois is in the kitchen and is about to throw peanut butter into the trash. Then Lois met with Peter who looked very sweaty. Lois also asked the reason why Peter was sweating. Then Peter replied that what caused him to sweat was the AC in his car which suddenly broke down. But after explaining the reason

why he was sweating Peter also spoke something out of the context of Lois' question. Peter also talks about the fat man who sweats like a battleship, and he also talks about the walrus which he feels looks like him sweating. In this conversation, a maxim violation occurred, namely **violating the maxim of quantity**.

Data 1.12

In this scene Peter, Lois and Barbara are visiting the Super HR office. Their arrival there is to discuss the lawsuit that Peter filed against his own wife Lois on charges of unwanted touching. Then the head of Super HR asked Peter how the company could win the case. Then Peter replied if he wanted Lays Wow chips back on the market. Peter's answer was out of the context of the problem they were discussing at that time. Therefore, in their conversation Peter had **violated the maxim of relation**.

Data 2.1

In this scene, Clause is using Hayley's room without permission. Clause uses Hayley's room to buy shoes through an online shop. Then Hayley came into her room and saw Clause lying and singing on her bed. Clause, who has no rights over Hayley's room, even asked Hayley why Hayley had entered the room. Hayley also asked this to Clause again. Then Clause didn't answer Hayley's question and instead kicked Hayley out of the room. Hayley who was annoyed finally relented and left there. The maxim violation occurs in the conversation between Clause and Hayley. The maxim violation that occurred was a **violation of the maxim of**

relation, namely when Hayley asked Clause but Clause did not answer Hayley's question and instead told Hayley to leave.

No.	Violation Maxim	Amount
1.	Violation Maxim of Relation	3
2.	Violation Maxim of Quantity	1
Total		4

Table 3. Data Display of Violating Maxim in the sitcom "Family Guy Season 18 Episode 16" and "American Dad! Season 13 Episode 2"

B. Discussion

In this discussion section, the findings from the data analyzed above will be described. The explanation in this section will be based on the research question that has been determined by the researcher, where the research question discusses humor and violation maxim. So that the description of the data in this section will also be based on the theory of humor and also the cooperative principle. Then the results of the data analysis will be used to answer the research question in this study.

In the sitcom Family Guy, there are all kinds of humor that appear, namely superiority, incongruity, and freedom. The humor that appears in the sitcom Family Guy is always influenced by the context and situation in which the humor occurs. A total of 12 utterances of humor occurred in the sitcom Family Guy Season 18 Episode 16, these humors are divided into several types of humor. Most of the humor in the sitcom Family Guy does not contain elements of maxim

violation, only a few have maxim violation. The type of humor that often occurs in the sitcom *Family Guy* is the Superiority type of humor which occurs 6 times. Then humor incongruity and freedom appear with the same number of 3 times.

Based on the analysis conducted by the researcher, the sitcom *Family Guy* often brings out humor through the silliness, innocence and carelessness of the characters in the sitcom. The character who often commits silliness in the sitcom is Peter Griffin, were in the sitcom he often performs silly, reckless and stupid actions. Peter's silliness often occurs in Peter's daily life. Not only Peter who often performs silly actions, but all members of Peter's family, namely Lois, Chris, Meg, Stewie and Brian, also often perform silly acts, but in *Season 18 Episode 16*, Peter often performs silly actions.

Nevertheless, because in the sitcom what often creates humor is the silliness done by the characters in the sitcom, the type of humor that often occurs is superiority humor. According to Manser (1989), humor superiority is humor that appears when the object being laughed at is under a laugh or there are laughable events. However, other types of humor, namely incongruity, and freedom, also appear in this sitcom. Humor incongruity often occurs because of events that occur in the sitcom but these events are considered unnatural in the real world, for example in the sitcom a toddler can become a manager of a large electronics store whereas in the real world it is impossible or not common.

Then the last type of humor, namely the humor of freedom, is also in the sitcom *Family Guy*. According to Manser (1989), humor freedom is humor that can emerge from lies and deception, it can also be satire and street humor. In this

sitcom, the humor of the freedom type often arises because of the insinuations spoken by the characters in this sitcom. The insinuations spoken by the characters in the sitcom Family Guy are often directed at a particular brand where most of these brands have a negative stigma that is quite popular among Americans, for example, the satire in the sitcom Family Guy Season 18 Episode 16 is a satire against the Captain Crunch brand. Captain Crunch is a cereal brand that is very well known in America, but Captain Crunch is also known to injure the palate. Then, that became a joke in the sitcom Family Guy Season 18 Episode 16.

After that, the researcher also looked for maxim violations in humorous utterances that had been found in the sitcom Family Guy Season 18 Episode 16. There were two kinds of maxim violations that occurred in humorous utterances. First, the violation of maxim quantity occurred only once, namely when Lois asked Peter what caused Peter to sweat so much at that time, then Peter answered with a long answer that was out of context for Lois' question. Then the violation of the maxim that was found next was the violation of the maxim of relation, the violation of this maxim was found twice in the humor utterances in the sitcom. The first appearance was when Stewie and Brian had an interview by telephone, at which time Brian asked Stewie but Stewie did not answer Brian's question, and instead Stewie insulted Brian. Then the second violation of relation maxims appeared when Peter was in the Super HR office, Peter was there making accusations against his own wife Lois. Then Peter was asked a question how the company was able to win the case, but Peter instead answered the question with an answer that was out of context from the case that Peter asked.

Next, is the data found in the sitcom American Dad! Season 13 Episode 2. In this sitcom, the researcher found three humorous utterances. Two of the three humorous utterances were found to fall into the type of humor superiority and the rest fall into the type of humor freedom. In the sitcom "American Dad! Season 13 Episode 2" there is no humorous incongruity at all. In the sitcom American Dad! not many utterances of humor are to be found because most of the humor that occurs in the sitcom American Dad! is visual humor. So that only three utterances of humor were found. Nevertheless, the violation of maxims found is also only one in the humorous utterances found in the sitcom American Dad! Season 13 Episode 2. The maxim violation found is only the violation maxim of relation. The violation of this maxim appears when Hayley asks what Clause is doing in her room, but Clause doesn't answer Hayley's question and instead kicks Hayley out of Hayley's own room.

From the data that the researchers obtained, there are differences in characteristics between the sitcom Family Guy and American Dad! although both sitcoms are made by the same person, namely Seth MacFarlane. Both sitcoms found a lot of humor of the superiority type and both had violations of relation maxims, but there were some differences that could be seen from the two sitcoms. The first difference is that in the sitcom Family Guy there is more verbal humor, then the sitcom American Dad! humor is shown more visually. The next difference is the type of humor in the sitcom Family Guy is more varied than American Dad!.

The results of this study are different from previous studies that discussed similar topics conducted by Fawaida (2018). In his research, Fawaida uses Anthony's (1998) theory of humor, there are about twenty-four kinds of humor in that theory. However, in the article there are only Banter, Blunder, Chain, Freudian, Slip, Irony, Mistaken Identity, Relapse and Repartee. The object studied in the journal is a sitcom entitled "The Big Bang Theory Season 3". The study found that in the sitcom the types of humor that were often found were Banter and Irony. The results of the research conducted by Fawaida are different from the results of this study due to the different objects of research and the theory used.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains the conclusions drawn from the results of the data analysis in chapter 4. Meanwhile, suggestions are made for further researchers who will research the same topic in the future.

A. Conclusion

In conclusion, the sitcoms *Family Guy* and *American Dad!* have slightly different characteristics of humor. Sitcom *Family Guy* tends to express his humor through speech. All types of humor in Manser's (1989) theory, namely superiority, incongruity, and freedom, are used in the sitcom *Family Guy*. Superiority humor is more commonly found in the sitcom *Family Guy* than other types of humor. Then in this sitcom also found several violations of maxims that occur in the existing humorous utterances. There are two kinds of maxim violations found, namely the maxim of quantity violation and the maxim of relation violation. The violation maxim of relation is the most frequently found violation of the maxim.

Then in the sitcom *American Dad!* the humors that exist are often shown through visuals. Therefore, in the sitcom not so many utterances of humor appear. In the sitcom *American Dad!* Season 13 Episode 2 only found two types of humor, namely superiority humor and one freedom humor. The type of humor that is most widely used is the superiority type of humor. The humor in this sitcom is often shown visually and this is what makes it different from the sitcom *Family Guy*. Nevertheless, in the sitcom *American Dad!* This is also found a violation of maxims

in the humorous utterances that appear. The violation of the maxim is a violation of the maxim of relation.

B. Suggestion

After analyzing the data obtained, there are several suggestions for further research. This study only focuses on the analysis of types of humor and violation of maxims in sitcoms. Further researchers can further develop research through other aspects such as the social function of humor and other elements in a sitcom. Then humor is not only found in sitcoms. Further researchers can examine humor in other types of films such as action films and so on. Not only in films, humor can also be found in commercial advertisements, comics, or in everyday conversation. Future researchers can also research humor using other humor theories so that the results of data analysis can be newer and more data may be obtained.

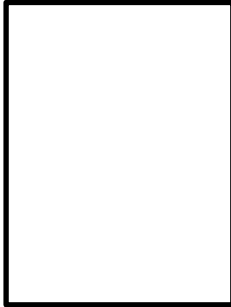
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CURRICULUM VITAE



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APPENDIX

A. Family Guy Season 18 Episode 16

NO.	Utterances	Duration	Type of Humor	Violation Maxim
1.	<p>Police Officer : Sir, could you please roll down your window.</p> <p>Peter : I can't I spilled honey on it and it won't move.</p> <p>Police Officer : Please just step out of the vehicle.</p>	(00:01:08 – 00:01:17)	Superiority	-
2.	<p>Commentator : It's make or break time 75 million dollars at stake betting starts with Peter Griffin. Oh he's not looking at much of anything right now and those mirrored sunglasses not doing him any favors.</p> <p>Peter : All in!</p>	(00:01:39 – 00:01:52)	Superiority	-
3.	<p>Brian : Hi I'd like to return this keyboard</p> <p>Customer Service : Was there something wrong with it?</p> <p>Brian : Well it said it was designed for writers but when i sat down to work it just wasn't flowing through me</p>	(00:02:15 – 00:02:23)	Superiority	-

4.	<p>Stewie : Again, I want to say I'm so glad all of our schedules lined up so we can work together and as a reminder, we've got New York on the line, New York are you there?</p> <p>Brian : Stewie is there anyone specific on the line in New York?</p> <p>Stewie : Brian you're just showing your ignorance the phrase is New York on the line.</p>	(00:09:30 – 00:09:45)	Superiority	Violation Maxim of Relation
5.	<p>Barbara : Now Lois, you have been accused of an unwanted touching.</p> <p>Lois : When?</p> <p>Barbara : Just now, just before the flip.</p> <p>Lois : Uh, this is ridiculous.</p> <p>Barbara : Lois please now the way this works is we simply gather information and I make up my mind an hour ago, peter please tell us what happened.</p> <p>Peter : I'm sitting there at my desk trying to watch movie on sites you guys haven't figured out yet and she comes in and kisses me [Crying]</p>	(00:10:59 – 00:11:25)	Superiority	-
6.	<p>Peter : Lois what do you think you're doing?</p> <p>Lois : I don't know what you're talking about peter I'm just creating a nice work environment for you. For instance, I also piped in easy listening music throughout the house, Ode to My Family by The Cranberries.</p>	(00:17:39 – 00:18:02)	Superiority	-

	<p>Peter : Lois you know, once I hear that I can't get it out of my head.</p> <p>Lois : Ah, don't worry it's not the whole song, it's just a dude still part of repeat.</p> <p>Peter : That's the catchiest part!</p> <p>Lois : Well you better get to work it's already 9 15.</p> <p>Peter : Come on peter focus you can do this!</p> <p>[Music]</p> <p>Bert : All right let's see what griffin's been up to. I've been saying that to corporate for years.</p>			
7.	<p>Lois : Oh there you are peter listen I need you to, why are you so sweaty?</p> <p>Peter : <u>The AC in my car broke, not from the honey and fat guy's sweat is like a battleship once it gets going you can't just turn it around. So, until the weather cools off, you're gonna be dealing with a slippery walrus, now if you'll excuse me I see a potential rival to my beach supremacy.</u></p>	(00:03:01 – 00:03:33)	Incongruity	Violation Maxim of Quantity
8.	<p>Customer Service : Do you have the original packaging for the item?</p> <p>Brian : No no, that's that's probably with the receipt.</p> <p>Customer Service : Manager who's dishearteningly younger than me</p>	(00:02:32 – 00:02:48)	Incongruity	-

	<p>to the service counter please.</p> <p>Manager : This better not be another overring corporate's gonna have my ass.</p>			
9.	<p>Peter : Steady, you can do this all you got to do is remember the song you learned in bomb school green is good and green is good, and red is good and yellow is good and clip whatever you want (Singing). [Booom!]</p> <p>Police : Now who can tell me what he did wrong?</p> <p>Student : He made up a song about cutting wires?</p> <p>Police : He made up a song about cutting wires, don't do that guys.</p>	<p>(00:03:49 – 00:04:09)</p>	Incongruity	-
10.	<p>Peter : No, I don't start drinking till it's until I drive home.</p> <p>Police Officer : Why are you slurring your words?</p> <p>Peter : Sorry, I had captain crunch for breakfast the roof of my mouth is in shreds.</p> <p>Police officer : [laughing] I find that story relatable, you're free to go.</p> <p>Peter : Man, I can't believe that cop thought I was lying the only</p>	<p>(00:01:22 – 00:01:39)</p>	Freedom	-

		time I lie is when I play poker.			
11.	Brian	: We'll raise the money we need pay back the store and then email the backers saying we ran into trouble and couldn't finish the project.	(00:06:18 – 00:06:40)	Freedom	-
	Stewie	: Great idea Brian much better than that version of free solo narrated by a concerned midwestern mom.			
	Narrator	: Oh, that's too high Alex that's too high. Oh, I can't watch now why wouldn't you just have a nice lunch at Applebee's. I like that bird though.			
12.	Lois	: That's its Peter, no more working from home I want you to go back to the office.	(00:11:37 – 00:11:54)	Freedom	Violation of Maxim Relation
	Lawyer	: Peter how can the company make this right?			
	Peter	: Bring back lay's wow chips with olestra.			
	Lawyer	: Mr. griffin those chips were recalled in the 90s for causing explosive diarrhea.			
	Peter	: You heard me.			

B. Types of Humor in the Sitcom "American Dad! Season 13 Episode 2"

NO.	Utterances	Duration	Type of Humor	Violation Maxim
1.	Hayley : Clause! Clause : What the hell? well I'm doing a thing in here Hayley: It's my room, why do you even... Clause : Get out! Hayley: Well why are you even in my room Clause? Clause : Ouuutt!! Hayley: Aahhh fine	(00:06:29 – 00:06:45)	Superiority	Violation Maxim of Relation
2.	Neighbour : No sorry I haven't got any packages lately. Clause : Oh well it was a long shot. Neighbour : Take her easy. Clause : Hey I'll take it any way I can gather ah. [Laughter] Clause : That lying son of a [__] has my shoes. Hayley : Clause that's ridiculous, okay we have no reason to son of a [__]. [Music] Clause : What the you want to get nuts let's get nuts, I Brought some many bullets!	(00:11:52 – 00:12:25)	Superiority	-
3.	Steve : What are we doing at the CIA? Stan : Oh, just taking advantage of our top-secret soundstage this is where we filmed the moon landing, the JFK assassination, and Def Jam's how to be a player.	(00:07:49 – 00:08:08)	Freedom	-

	Steve : Wow, this is gonna be the most epic history project ever. Stan : You bet your ass it is, now wait here I'm gonna go check on the script changes.			
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