

**A PRAGMATIC ANALYSIS OF MAXIM FLOUTING TO CREATE
VERBAL HUMOR IN THE NETFLIX SERIES "PRETTY SMART"**

THESIS

By:

Muhamad Syahril Adil Hakim

NIM 18320080



DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
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THESIS

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

By:

Muhamad Syahril Adil Hakim

NIM 18320080

Advisor:

Dr. Rohmani Nur Indah, M.Pd

NIP 197609102003122011



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

2022

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**A Pragmatic Analysis of The Maxim Flouting to Create Verbal Humor in The Netflix Series Pretty Smart**” 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.

Malang, 14 June 2022

The researcher



Muhamad Syahril Adil Hakim
NIM 18320080

APPROVAL SHEET

This is to certify that Muhamad Syahril Adil Hakim's thesis entitled "A Pragmatic Analysis of Maxim Flouting to Create Verbal Humor in The Netflix Series Pretty Smart" has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

Malang, 14 June 2022

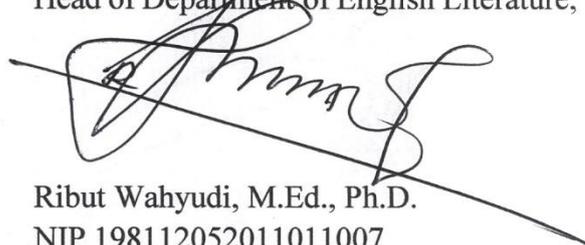
Approved by

Advisor,



Dr. Rohmani Nur Indah, M.Pd.
NIP 197609102003122011

Head of Department of English Literature,



Ribut Wahyudi, M.Ed., Ph.D.
NIP 198112052011011007

Acknowledged

by Dean,

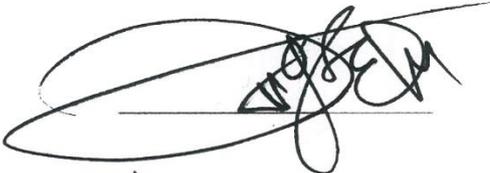
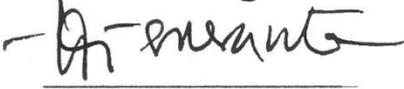


Dr. M. Farsol, M.Ag.
NIP
197411012003121003

LEGITIMATION SHEET

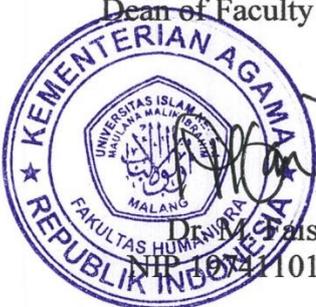
This is to certify that Muhamad Syahril Adil Hakim's thesis entitled **A Pragmatic Analysis of the Maxim Flouting to Create Verbal Humor in the Netflix Series "Pretty Smart"** has been approved by the Board of Examiners as one of the requirements for degree of *Sarjana Sastra* (S.S.) in Department of English Literature.

Malang, June 14 2022

Board of Examiners	Signatures
1. Dr. Agus Eko Cahyono, M.Pd (Chair) NIP. 198208112011011008	
2. Djoko Susanto, M.Ed., Ph.D. (Main Examiner) NIP. 19670529 2000031001	
3. Dr. Rohmani Nur Indah, M.Pd (Advisor) NIP. 197609102003122011	

Approved by

Dean of Faculty of Humanities


Dr. M. Fatsol, M.Ag.
NIP. 197411012003121003

MOTTO

٣٩ مُسْتَبْشِرَةٌ ضَاحِكَةٌ ٣٨ مُسْفِرَةٌ يَوْمَئِذٍ وَجُوهٌ ٣٧ يُغْنِيهِ شَأْنُ يَوْمَئِذٍ مِّنْهُمْ أَمْرٌ لِّكُلِّ

“For then everyone will have enough concern of their own. On that Day ‘some’ faces will be bright, laughing and rejoicing,”

(Qur’an surah Abasa 80 Verse 37-39)

DEDICATION

This thesis is dedicated to :

My mother, Siti Khobibah; my father, Mukhamad Khuzaini, my Sister, Barokatus Soffa, and my brothers, Ilyas Ahmadi, Baharudin Yusuf, and Akbar Barokah F who has given me love, enthusiasm, and affection. Also, honorable my advisor Dr. Rohmani Nur Indah, M.Pd, has guided me in completing this thesis.

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Praise be to Allah SWT who has bestowed His grace and guidance to the writer so that the writer can finish this thesis well. Sholawat and greetings may be poured out to the Great Prophet Muhammad SAW; because of His grace, I was able to complete a thesis entitled A Pragmatic Analysis of The Maxim Flouting to Create Verbal Humor in The Netflix Series Pretty Smart as one of the requirements to get a bachelor's degree majoring in English Literature, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University Malang.

Furthermore, I would like to thank the people who have helped me complete this thesis, especially Dr. Rohmani Nur Indah, M.Pd, who always takes the time to guide me and share knowledge with me. In addition, I would like to express my endless gratitude, My mother, Siti Khobibah; my father, Mukhamad Khuzaini, my Sister, Barokatus Soffa, my brothers, Ilyas Ahmadi, Baharudin Yusuf, and Akbar Barokah F who has given me love, enthusiasm, and affection.

Finally, I realize that there are still many shortcomings in this thesis. Therefore, criticism and suggestions are highly expected for improvement. Hopefully, this thesis can be useful for readers to deepen their understanding of Flouting Maxim and Verbal Humor.

The researcher



Muhamad Syahril Adil Hakim

ABSTRACT

Hakim, Muhamad Syahril Adil (2022) *A Pragmatic Analysis of Maxim Flouting to Create Verbal Humor in The Netflix Series Pretty Smart*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr.Rohmani Nur Indah, M.Pd.

Keywords : pragmatic, flouting maxim, verbal humor

Humor is a complex social phenomenon that is often encountered around us. In practice, humor is often used in mass entertainment. One of them is the verbal humor found in The Netflix Series Pretty Smart. The research entitled A Pragmatic Analysis of Maxim Flouting to Create Verbal Humor in The Netflix Series Pretty Smart has two objectives, the first objective is to find the type of maxim flouting in The Netflix Series Pretty Smart. The second is to analyze How the flouting maxim used by the characters in the Netflix series Pretty Smart to create verbal humor. Descriptive qualitative method used in this research. Humans are the main instrument in this research. In answering the first research question, Grice's (1975) Cooperative Principle theory is used. Meanwhile, in answering the second research question Grice's theory (1975) was combined with theory of verbal humor Shade (1997). Several findings were collected in this research. There were 20 floating maxims in the seven episodes of Pretty Smart Series. The most frequent floating maxim is flouting maxim of quality (45%), followed by flouting maxim relation (35%), flouting maxim quantity (15%), and flouting maxim manner (5%). Then flouting maxims creates types of verbal humor, including: Joke (45%), irony (30%), Wit (15%), and satire (10%). This research can be used as a reference for further research to understand pragmatics, especially regarding the flouting maxims and verbal humor.

ABSTRAK

Hakim, Muhamad Syahril Adil (2022) *A Pragmatic Analysis of Maxim Flouting to Create Verbal Humor in The Netflix Series Pretty Smart*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Dr. Rohmani Nur Indah, M.Pd.

Kata Kunci : pragmatik, flouting maxim, verbal humor

Humor merupakan sebuah fenomena sosial yang kompleks yang sering ditemui disekitar kita. Dalam prakteknya humor digunakan sering digunakan oleh masyarakat dalam dunia hiburan. Salah satunya adalah humor verbal yang terdapat pada The Netflix Series Pretty Smart. Penelitian yang berjudul A Pragmatic Analysis of Maxim Flouting to Create Verbal Humor in The Netflix Series Pretty Smart ini memiliki dua tujuan, tujuan pertama penelitian ini adalah untuk menemukan tipe maxim flouting pada The Netflix Series Pretty Smart. Tujuan penelitian kedua adalah untuk menganalisis bagaimana flouting maxim dapat menciptakan humor verbal pada The Netflix Series Pretty Smart. Metode kualitatif deskriptif digunakan dalam penelitian ini. Manusia merupakan instrument utama dalam penelitian ini. Dalam menjawab pertanyaan pertama, teori Cooperative Principle milik Grice (1975) digunakan. Sedangkan dalam menjawab pertanyaan kedua teori Cooperative Principle milik Grice (1975) dikombinasikan dengan teori kategori humor verbal oleh Shade(1997). Beberapa temuan dihasilkan dalam penelitian ini. Terdapat 20 flouting maxim dalam tujuh episode Netflix Series Pretty Smart. Flouting maxim yang sering muncul adalah flouting maxim of quality (45%), diikuti dengan flouting maxim of relation (35%), flouting maxim of quantity (15%), and flouting maxim of manner 5%). Kemudian flouting maxim menciptakan tipe humor verbal, diantaranya: Joke (45%), irony (30%), Wit (15%), and satire (10%). Penelitian ini dapat digunakan sebagai rujukan oleh penelitian selanjutnya untuk memahami bidang pragmatic, khususnya mengenai flouting maxim dan humor verbal.

مستخلص البحث

حكيم ، محمد سيبحريل عادل (2022) تحليل عملي لمقولة الاستهزاء لخلق فكاهة لفظية في سلسلة جميلة ذكية بنيتفليكس.
البحث الجامعي. برنامج دراسة الأدب الإنجليزي. كلية العلوم الإنسانية جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.
المشرفة : الدكتورة رحمتي نور إنداه ، الماجستير.

اللفظية والفكاهة ، المخادع والمثقف ، البراغمية : الأسسية لكلمات

الفكاهة هي ظاهرة اجتماعية معقدة كثيرا ما نواجهها من حولنا. من الناحية العملية ، غالبًا ما يستخدم الناس في عالم الترفيه الدعابة. أحدها هو الفكاهة اللفظية الموجودة في سلسلة جميلة ذكية من سلسلة بنيتفليكس. إن البحث الذي يحمل عنوان تحليل عملي لاستهزاء مكسيم لخلق

روح دعابة لفظية في سلسلة جميلة ذكية بنيتفليكس، له هدفان ، الهدف الأول من هذا البحث هو العثور على نوع الاستهزاء في سلسلة بنيتفليكس. جميلة ذكية. الغرض من البحث الثاني هو تحليل كيف يمكن لمبدأ التلاعب أن يخلق روح الدعابة اللفظية في سلسلة جميلة ذكية بنيتفليكس. سلسلة جميلة ذكية بنيتفليكس. تم استخدام المنهج النوعي الوصفي في هذا البحث. البشر هم الأداة الرئيسية في هذا البحث. في الإجابة على السؤال الأول ، تم استخدام نظرية المبدأ التعاوني جريس (1975). وفي الوقت نفسه ، في الإجابة على السؤال الثاني ، تم دمج مع نظرية شاد (1997) لفئة الفكاهة اللفظية. لفئة الفكاهة اللفظية في الحلقات السبع من سلسلة جميلة نظرية لمبدأ التعاوني جريس (1975) ذكية بنيتفليكس. المبدأ العائم الأكثر شيوعًا هو أقصى حد للجودة (45%) ، متبوعًا بمبدأ الاستهزاء للعلاقة (35%) و مبدأ الإستهزاء للكمية (15%)، و مبدأ الإستهزاء للأسلوب (5%). تم يخلق مبدأ الإستهزاء أنواعا من الفكاهة اللفظية، بما في ذلك: النكتة (45%)، السخرية (30%)، الذكاء (15%) و السخرية (10%). يمكن استخدام هذا البحث كمرجع من خلال مزيد من البحث لفهم مجال البراغمية، خاصة فيما يتعلق بمبدأ الفلوت و الفكاهة اللفظية.

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CHAPTER I

INTRODUCTION

This section discusses the introduction, which consists of the background of the study, research questions, significance of the study, scope and limitations, and the definition of key terms.

A. Background of the Study

Humor has an important role in social interaction and human daily life. Humor is not only used as a means to comfort oneself from sadness. According to Sujoko (1982), in practice humor also has a function to convey a desire and a message, as well as a satire to make someone aware that he is not always right. Humor also teaches a person to see a problem from different perspectives, fosters tolerance, entertains, reduces stress, and makes people understand unique problems. Even though it's just a word game, humor can't be separated from people all ages. Humans need humor in various situations in both formal and informal communication so humor has a central role in human life.

Humor that involves language in delivering jokes can be categorized as verbal humor. Verbal humor is any form of speech that is capable of producing humor and is not limited to word games and language games (Shade, 1996, p.14). Verbal humor can be enjoyed by the audience when the actors involved in the humor program express utterances that make the audience laugh. Verbal humor can occur because of differences in understanding of meaning or context between speakers and listeners. In understanding contextual meaning, we cannot be separated from one branch of linguistics can be called as pragmatics.

The study of the relationship between the meaning of the context outside the language and the meaning of speech can also be called pragmatics. Pragmatics is a linguistic study that examines the relationship between the meaning of the context outside the language and speech by discussing a situation in the narrative situation. Crystal (1987) states pragmatics is a linguistics study that examines the influence of language choice in social interaction on listeners and the factors driving the choice of language. In this theory we can say something as we wish, but in practice we unconsciously have to follow several social rules. Purwo (1990) defines pragmatics as the study of the meaning of speech that uses contextual meaning. To examine the meaning of context in verbal humor requires objects that contain elements of humor. In this case, the researcher will examine the humor contained in the Netflix series entitled *Pretty Smart*.

Pretty Smart series is a sitcom from America created by Doug Mand and Jack Dolgen. This *pretty smart* series consists of 10 episodes, starring by Emily Osment as Chelsea, Gregg Sulkin as Grant, Olivia Macklin as Claire, Cinthya Carmona as Solana, and Michael Hsu Rosen as Jayden. This series tells the story of a novelist and her roommate, *Pretty Smart's* story begins when Chelsea, a Harvard-educated novelist who recently broke up with her boyfriend. Chelsea is forced to move and live with her cheerful and jolly sister, Claire, and her three eccentric roommates. The other three best friends are a handsome athletic trainer named Grant, a former lawyer, Solana, and an Instagram influencer, Jayden (Netflix.com). The series premieres on October 8, 2021 exclusively on Netflix.

Pretty smart represented millennial generation. This can be seen from the language used in the film, which is very relatable to a language that has recently become popular. Then the character represented millennial generation, especially Jayden he is a social media addict which is very relatable to the millennial generation.

Moreover, *Pretty Smart* is set in the daily life of a group of teenagers and a friendship that continues to develop amid trouble. It is definitely, a good film for millennial teens because it is relatable to their daily life.

This study analyses the verbal humor found in Netflix series *Pretty Smart* based on Richard Shade's theory and flouting maxim by Grice. It classifies a few verbal humor's types that exist in *Pretty Smart* Netflix series based on the classification of verbal humor according to Richard Shade and analyzes the verbal humor that flout the Grice maxims theory. On that basis, the goal of this in-depth study is to obtain a clear and deep understanding of the verbal humor.

Verbal humor analysis studies have been studied by several previous researchers. This can be traced in various scientific journal portals. Researchers have found several previous studies that used verbal humor analysis studies and were quite relevant to the research that the researcher was going to do. Researchers divide it into three research trends.

The first trend, research on the analysis of verbal humor using Grice's maxims theory, violations and flouting of conversational maxims in Sitcom causes a verbal humor, analysis of verbal humor based on the cooperative principle, the data are ambiguity in verbal humor and devaluation of Grice's maxims of conversation. The second trend, research on analysis verbal humor use theory of humor by Shade and general theory of verbal humor (GTVH). The third trend, research on verbal humor in songs.

Based on the three trends above, the researchers found similarities and differences with the research that the researcher will do. The similarity lies in the research used is the analysis of verbal humor. While, the difference lies in the focus of the analysis of verbal humor only based on Grice's maxim, such as verbal humor

made with violation and flouting maxim conversational, cooperative principle, ambiguities in linguistic verbal humor and devaluation of Grice's maxims of conversation as the data (Amianna and Putranti, 2017), (Qiu, 2019), (Ocampo, 2020), (Al-Zubeiry, 2020), (Wen, 2021), and (Tian-yu, 2021). While this study uses two theories to solve the two problem formulations.

The focus of the second trend is the analysis of verbal humor using the humor theory by Shade and general theory of verbal humor (GTVH) (Azka and Hamzah, 2019), (Wahyuni and Hamzah, 2019), and (Bhaskoro, 2019). The third is the analysis of verbal humor in the song (Saragi, Hamzah, and Fitrawati, 2018). Meanwhile, this research concerns on humor in Netflix series in general to classify humor into Shade theory collaborated with analysis linguistic using Grice's theory, flouting maxim.

Based on the similarities and differences above, the position of this research against previous studies is to add to the analysis of verbal humor analysis by analyzing the verbal humor contained in the Netflix series entitled *Pretty Smart*. The novelty of this research is in the use of combination between two theory, Grice (1975) and Shade (1996) to analyse the verbal humor. Therefore, it departs from the assumption that in-depth exploration of verbal humor is still needed, this research is still very feasible to do. As for several previous studies, the results of the analysis can be compared with research that will be carried out by researchers.

B. Problems of the Study

The focus of this research is on maxim flouting and verbal humour found Netflix series *Pretty Smart*. In the research, two problems are formulated as follows.

1. What types of flouting maxim are found in Netflix series *Pretty Smart*?
2. How do the characters used flouting maxim in the Netflix series *Pretty Smart* to create verbal humor?

C. Significance of the Study

The researcher hopes that this study will provide wider knowledge about verbal humor in daily conversation. Valuable knowledge that can be obtained after reading this research is in a form of knowledge about the elements that make up verbal humor and the types of verbal humor. It is also expected that readers can appreciate someone's jokes more because humor is a complex thing that requires effort to create. Through this research, the researcher hopes that readers will appreciate humor more. The researcher hopes that the readers, after reading this research, will be able to broaden their understanding about verbal humour for the sake of knowledge

Practical benefits, for other researchers, Researcher hope that this research can provide valuable new information and increase other researchers knowledge about humor. Therefore, hopefully this research could be the basic or background for pursuing other similar researches. In the end, the researcher hopes that this study could help broaden the knowledge concerning humour.

D. Scope and Limitation

Pragmatic is the scope of this research. The limitation of this study is on the verbal humor found in Netflix series *Pretty Smart* categorized in terms of the type of humor using Shade's theory and analyzed linguistically using Grice's theory flouting maxim and pragmatic approach. As a limitation, this research only analyzes seven episodes of the *Pretty Smart* series which have the highest rating according to IMDb. The researcher uses two theories to help answering the two research questions. The first question is answered using Shade's theory of humor type classification, while to

help answering the second question the researcher used Grice's theory flouting maxim.

E. Definition of Key Term

Brief definitions of important terms used within this research are discussed as follows.

1. Pragmatics is a branch of linguistics that examines the relationship between the meaning of the context outside the language and the meaning of speech by interpreting the situation of the speaker. In this research pragmatic is used to examine the meaning of the context of verbal humor and the meaning of speech with the use maxim flouting.
2. Flouting Maxim occur when a speaker blatantly fails to observe a maxim. The flouting maxim of the research occur when the characters of pretty smart series fail to fulfill the cooperative principle.
3. Verbal humor is any form of speech that is capable of producing humor and is not limited to word playing and language playing. Verbal humor observe in this research is to word playing and language playing as prefer in the pretty smart series.
4. Pretty Smart series is a sitcom from America created by Doug Mand and Jack Dolgen. This pretty smart series consists of 10 episodes. This series tells the story of a novelist and her roommate.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher discusses several theories associated with the theoretical approach. This chapter will explain, Pragmatic, cooperative principle, flouting maxim, verbal humor and its type.

A. Pragmatic

Pragmatics also can be called as the study of meaning in relation to the context in which one speaks or writes. Leech (1993) Pragmatics is one of many branch of linguistics that has been around for about twenty years but is only popular today because it is rarely mentioned by linguists in its time. The reason pragmatics is becoming popular at this time is the increasing awareness of linguists that an understanding of pragmatics is needed as a basis for uncovering the nature of language, namely how language is used in communication. Leech (1993) defines pragmatics is the study of linguistic about the relationship of meaning to the situation of speech.

Pragmatics as a study of linguistic that examines the influence of language choice in social interaction on listeners and the factors driving the choice of language Crystal (1987). This theory state that we can say something as we want, but in practice, actually we unconsciously have to follow some social rules. Purwo (1990) state pragmatics is study of meaning of speech using context-bound meaning. According to Levinson (1983:7) pragmatics is the study of language from the perspective of its function. In other words, pragmatics tries to explain aspects of the linguistic structure that refer to non-linguistic influences and symptoms. Several pragmatic definitions according to Levinson (1983), include:

Pragmatics can be called as the study of the relationship between language and context that become the basis for explaining to understanding language. In this definition the word "language comprehension" refers to the fact that an utterance of a language requires knowledge beyond the meaning of the word and its context. Another definition is, Pragmatic also can be define as study of the ability to use language to connect utterances/sentences and contexts that are in accordance with the utterances/sentences Levinson (1983). Of the two definitions of Levinson, this definition is the most suitable from a linguistic perspective.

The beginning of the emergence of pragmatics was first put forward by Charles Morris (1938) related to the science that studies the sign system, namely semiotics. There are three branches of semiotics, namely syntax, semantics, and pragmatics. Syntax well known as study of two different signs that have a relation. Then Semantics is the study of meaning. Pragmatics examines the relationship of signs and their interpretation. The emergence of pragmatics is based on the semantic inability to interpret the meaning of sentences. Pragmatics itself is divided into five branches of study, namely, presuppositions, deixis, speech acts, discourse structures and implicatures.

A presupposition is something that is taken by the greeter as a basis that is used together with the participants in a conversation. Deixis is a branch of pragmatic that focus study is to understanding of the content that can change meaning. Speech act is the use of language to do something, not just to say something. Discourse structure refers to the way discourse is organized into a coherent whole text. Implicature examines connotative meaning.

Implicature defines as a meaning that is intentionally generated by the speaker and may or may not be understood by the listener according to Paltridge (2000:43). In context implicature is the main thing to help listeners understand the meaning of what

the speaker wants to convey implicitly. It can be concluded that the Implicature is the implication of the spoken utterance in the form of a logical conclusion from an utterance. Implicature is understood jointly between the speaker and the speech partner in a certain context so that the purpose of the speech can be carried out.

According to Grice (1975:44) implicature has two types, the first type is conventional implicature and the second type is conversational implicature. Conventional implicatures are tied to a particular lexical word that created them, even when the lexical item is incorrect. While the Conversational implicature is the result of the meaning made by the listener by concluding the speaker's utterance using the actual meaning, in accordance with the cooperative principle and its maxims.

B. Cooperative Principle

Cooperative principle was proposed by Grice in 1975. He contends that individuals must help out one another while trading their information in verbal form in correspondence. Grice (1975) states that if in a conversation can meet the cooperative principle which is recognized by the four maxim of individual discussion will have a fruitful discussion. Grice (1975) defined four different ways of successful correspondence, which can be summarized as follows:

1. The Maxim of Quantity

Following Grice, Cutting (2002) states that in the maxim of quantity, the speaker should give data to satisfy the assumption for the audience. It ought not be pointlessly or extremely less than is required. The possibility that can happen is expecting the speaker to provide less information, basically, many people are not satisfied with the

information data provided. On the other hand, if the speaker provides information that is unnecessary than what is needed it will confuse the listener.

2. The Maxim of Quality

This maxim required the speaker to come clean. The speaker should not say something you know that something is not true. Utterance that are not according to fact or lying will interfere with communication, mislead and misunderstandings.

3. The Maxim of Relation

The maxim of relation requires the speaker to give a response that is relevant to the topic being discussed.

4. The Maxim of Manner

Maxim of manner needs a speaker to speak to the point in an orderly and clear manner so that there is no ambiguity and confusion among listeners.

Despite the fact that Grice (1975) has formed 4 different method to successful correspondence, but still feasible to be broken. He calls attention to multiple ways individuals might neglect to satisfy the cooperative principle.

Opting out happen when the speakers disobeying the rules of a maxim and showing reluctance to comply. As an example: "I cannot say more; my lips are sealed". When the speaker cannot satisfy or fulfil the maxim of quantity that is provide information as needed without breaking maxim of quality can be called Clashing. Violation of the maxim can be defines as "the unostentatious or on the other hand 'calm' non-recognition of maxim. The speaker who disregards a maxim will be at risk to misdirect. This happens when the speaker deliberately chooses not to fullfil specific

maxim in the discussions to make misconception on the listener in other word to accomplish another reason. Violation of maxim quantity can be seen in the example bellow.

A: Do your hamsters bite?

B: No, my hamster doesn't bite.

A: (Tries to hold the hamster and the hamster bites him) ow, your hamster doesn't bite, you said it before?

B: That's not my hamster.

In fact B said the truth when she said that her hamster didn't bite because it wasn't his hamster that bit A. But in the example above B has violate the quantity of the maxim by provides too little information than A needed. B already knows that what A talking is about the hamster in front of him, not his hamster. Therefore, B has given mislead and misunderstanding to A.

C. Flouting Maxim

Flouting maxim, when a speaker floating the maxim he may overt neglect to fulfil the maxim. different to violating maxim where the speaker will in general deceive and make the listener misconstrue and mislead, floating maxim happens when the speaker intentionally chooses not to comply the cooperative Principle with the goal that the listener will deduce the profound significance behind the expression that is in a real sense spoken by the speaker. Cutting (2002) classified flouting maxim into four types of flouts.

1. Flouting of the Quantity Maxim

It happens when the speaker gives too much or too less information than its require and the speaker provide information that is not needed by the listener The following below is an example from Pretty Smart Series episode 8.

*Grant: **You know my mom really like you.***

Chelsea: Yeah? Why?

Grant: Because she likes everyone.

The bolded sentences contain the flouting maxim of quantity. Maxim of quantity requires the speaker to speak sufficiently according to what is needed by the listener and not to say anything unnecessary. On the other hand, Grant said things that didn't need to be said, this led Chelsea to think that Grant's mother liked her because Grant had only said that to Chelsea. But Chelsea's perception immediately changed after know that Grant's mother liked everyone.

2. Flouting of the Quality Maxim

Cutting (2002, p. 37) states that in flouting the maxim of quality the speaker may essentially offer something that clearly doesn't represent their thought. In this situation, the speaker speaks mockingly with the expectation that the listener will get the understood meaning of what the speaker says. This happens when the speaker says something which should be seen as obtrusively false. The example bellow was taken from pretty smart series episode 3.

Jayden's mom : Grant, sweetie, have you ever thought about modeling?

*Grant : Thoughts about it? No. **but I have been on the cover of few magazines.***

In this example above, Grant Flouts the maxim of Quality because Grant does not fulfill the maxim of quality principles, namely do not say something that is believed to be untrue and does not say something without valid evidence. In that case, Grant intentionally said something he believed to be untrue and said something without valid evidence, in other words, Grant had lied to Jayden's mother.

3. Flouting of the Maxim of Relation

Flouting the maxim of relation happens when the speaker intentionally gives a response that is not in accordance with to the topic that is being talked about. Cutting (2002) said that the speaker who flouts the maxim of relation expects the listener to look for other meanings behind the utterances that are not spoken by the speaker and make connections between the topics being discussed. Below is an example taken Pretty Smart Series episode 8.

Chelsea: wow, you know, you're inspiring me.

Grant: to work out?

*Chelsea: **no, to have ice cream.***

Grant was exercising at home and then greeted by Chelsea and she said that Grant inspired Chelsea then Grant replied to her with the question of whether he inspiring her to work out. But Chelsea instead replied that not relevant to the topic being discussed.

4. Flouting of the Maxim of Manner

Flouting maxim of manner occurs when the speaker intentionally neglects to observe the maxim by not being brief or using obscure words. Bellow this is the example taken from Pretty Smart Series episode 9.

Solana: You know I date Ezra?

Jayden: From your yoga class.

Solana: Then I date Marley.

Jayden: From the herbal remedy shop.

*Solana: And I dated **river**.*

Jayden: From the river.

Solana has fulfilled the four maxims of manner, namely perspicuous, Avoid obscurity of expression, Be brief, and Be orderly, But Solana does not fulfill one of the five maxims of manner, namely, Avoid ambiguity. So Jayden can't understand the meaning of Salona and raises the ambiguity of the word "River". Here the "**River**" spoken by Solana gives rise to two different meanings and contexts, the first context is "River" as the name of a friend that Solana had dated, and the second context meaning is "River" as a river of literal meaning.

D. Verbal Humor and it's Types

Before we talk about verbal humor more deeply, we should know what humor is. According to Safri HS (2009, p.1) humor is something that make someone smile or laugh. Everything that funny can be said as humor. However, humor is not limited to definition, because of several possibilities, for example something funny it's not always laughed at by people or something funny is not considered funny by everyone.

One might think "that's not funny" when the others laughed. The delivery of humor can be said to be successful if the audience laugh.

Shade (1996) arranges type of humor into four classifications, figural humor, visual humor, auditory humor, and verbal humor. Figural humor relies on the use of images to convey humor. Anything that displays humor visually, usually without using words in its delivery. An example of visual humor is mr. Bean and Charlie Chaplin. Any sound that causes laughter or sounds funny can be called auditory humor. Verbal humor is humor that uses language as a means of delivering humor. Any funny thing that involves language in conveying is verbal humor.

Verbal humor becomes focus in this research. Verbal humor as a form of humor that involves language in the delivery of the jokes. According to Shade (1996) Verbal humor frequently depends on incoherency executed through contradiction, understatement, exaggeration, surprise or reversal which is done by language medium. Any types of joke that involved language in conveying belongs to verbal humor. Shade divides humor into many subtypes. For verbal humor that is the focus of this research Shade divided them into 12 types.

The following are 12 types that have been classified by shade regarding verbal humor.

1. Pun

Pun is the use of funny words. Pun usually use word games to cause confusion in understanding meaning. Even sometimes use word have multiple meaning of words, the following example of pun bellow is taken from play entitled Richard III page 9, a famous play by Shakespeare.

*Richard: Now is the winter of our discontent, made glorious summer by this sun
of York (p.9)*

Above are the example of first line of Richard III play script that is said by Richard. in the script above Richard misses the arrival of the York sun to provide a warm summer. funny things happen to this script because the word sun has the same sound pronunciation as the word son this is funny because the King actually the son of the Duke of York.

2. Riddle

Riddle is a form of humor that presents questions and answer to conveying humor. presented in puzzles in the form of confusing questions and answers that forces listeners to think before they can laugh. The following is an example from Adhitya (2021, p.3).

Q: What us bright orange and sounds like a parrot

A: A Carrot! (p.3)

The example of the puzzle above is very funny because listeners think that the word "sounds like a parrot" means something that sounds the same as the sound of a parrot. what makes it funny is the fact that the answer is, "A carrot!" which has the same pronunciation as parrot does not have the same sound as parrot.

3. Joke

A joke is any funny statement that involves one of the following: words that have multiple meaning, metaphors, idioms, ambiguity, oddity, perspective change (Shade, 1994). If we learn about jokes more deeply. There are a few types of jokes.

a) Phonological Joke

The phonological structure of the word have an important role in the forming of humor in this type. Phonological Joke can result from the sound of a word that causes mislead and misunderstanding. The following is an example from *Pretty Smart Series* episode 9.

Grant : Welcome to our home.

Margot : it's nice to meet you, Chelsea says you're a scientist.

*Grant : Yes, I'm a **microwaveologist**.*

Margot : a microwaveologist?

Grant : yes that is what I said.

In the conversation above, the context is that Grant misheard the word Chelsea said, namely "microbiologist." Grant heard it as "microwaveologist" because the pronunciation of the two words is almost the same. But the humor occurs not in the scene where Chelsea tells Grant to lie but in the scene when Grant meets Margot. Grant lies to Margot at the time about his job so Grant lacks information about the work of a scientist he insists that his job is "microwaveologist" which is in fact that profession doesn't exist and this causes the audience to laugh because there is no job as a microwaveologist.

b) Lexical Joke

Lexical joke happens because there is a difference in the meaning of a word. the effect of humor created from this sorts of joke is very dependent on words that have multiple meanings, mislead to different interpretations than it should be. Bellow an example from Pretty Smart Series episode 9.

Solana : You know I date Ezra?

Jayden : From your yoga class.

Solana : Then I date Marley.

Jayden : From the herbal remedy shop.

*Solana : And I dated **river**.*

Jayden : From river.

Solana said "River" which in this context River has two meanings, the first meaning is someone's name and the second meaning is the literal meaning of the word river. This led to Jayden. In this scene, verbal humor occurs when Jayden misinterprets the word "River" literally which is a contradiction to what Solana meant. So Jayden was confused and might think that Solana had dated someone from the river.

c) Surface Structure Joke

Surface structure joke based on a words grouping. The way one's words grouping utilized can lead misunderstanding, which incite an interesting impact. The actual spaces between words that exist can be obscured to give misunderstanding. The following example bellow is from Ross (1998, p. 13).

*The **pen** is mightier than the **penis** (p.13)*

It exhibits misunderstanding or ambiguity and humorous effects created with alternative word groupings: penis and pen is. The two alternative word groupings lead to different interpretations.

d) Deep Structure Joke

Deep structure joke basically the alternative word and phrase interpretations. A joke created from this type of joke is when a phrase or word that contains ambiguous meaning. Bellow is the example from Pretty Smart Series.

Grant : I saw that, you're starting to like the gym.

Chelsea : oh yeah the endorphins are contagious.

Grant : That happens one time, everyone cought the same horrible rash from the yoga mats.

*Chelsea : A **staph** infection?*

*Grant : not just **staff**, costumers too.(episode 1)*

Grant does not understand what endorphins are so Grant interprets endorphins as infectious diseases. So he told me about a contagious disease that had happened and was infecting people in the gym. Then Chelsea asked if it was a staph infection. And again Grant misinterprets the word as “staff”. Verbal humor occurs when Grant answers not only staff but customers as well.

e) Metalinguistic Joke

Metalinguistic Joke, a joke that is focussed on the language form. Instead of the language meaning, a metalinguistic joke relies on the language form used within the joke. Following is the example taken from Ross (1998).

Why does Edward Woodward have 4 D's in his name? Because if he didn't he'd be called E-war Woo-war-. (p.3)

The example above shows how the language form can be used in humour production. Instead of using thought interpretation, the language form, in this case is spelling, is used to create funny effect.

4. Satire

Satire is a humor in which there is a criticism or satire, but this satire is included as humor. in practice the burden of humorous criticism is created by exaggerating or understating a fact. The example bellow taken from Pretty Smart Series episode 8.

Claire: Oh, I'm so happy Jayden likes dave.

Grant: Why wouldn't he? Dave is awesome, he explained to me what a 401k is. Still have no idea.

Claire: You like him too.

Grant aims to satirize Claire in the hope that Claire can understand the implied meaning of Grant's words. Here Grant wants to convey the implicit meaning in his words, here Grant criticizes Dave that Dave is a sucker because he can't properly explain what a 401k is to Grant.

5. Limerick

Limerick is a song adapted into a funny poem but with the same title. According to Cendra (2016) Limerick has 5 rules which are: the first and second lines have the same rhyme, the next two lines also have the same rhyme each other and the last line rhymes with the first and second lines (aa,bb,a). The example bellow is taken from Mullins (2010, p. 19).

A chef spent too long in the sun All the time he was having fun; But the daylight soon closed, And the sunburn exposed. He was well and truly well-done. (p.19)

6. Parody

Parody is modification, imitation or impersonate a literary work, a story, song, film, drama, speech, a famous person and any literary work. This is the example of parody by Tyler Marshal and Eddie King entitled Stars Wars that I Used to Know to imitate Gotye's Somebody that I Used to Know taken from YouTube.

The parody version:

*No you didn't have to make them blow
Have your friends direct your movies and they'll turn out better. You think that
you don't need them though
What happened to the Star Wars that I used to know*

The original version:

*You didn't have to stoop so low
Have your friends collect your records and then change your number
I guess that I don't need that though
Now you're just somebody that I used to know.*

7. Anecdote

Simply put, an anecdote is a story that consists of a series of funny sentences. However, not all funny stories can be categorized as anecdotes. Anecdotes can be interesting because they are memorable and funny, mostly about famous people and based on real events. So, basically, anecdotes are funny stories based on true events. Usually, anecdotal texts do not provide details of the story, so the impact of the stories

presented is short-term. Anecdotes are funny, entertaining, and usually occur in everyday life. In addition, anecdotal texts also discuss specific topics and are sometimes made based on personal experiences. Example is taken from *sahabatnesia.com*

Amar : Mir, it turns out that many politicians in our country are already rich!

Amir : I already know about that problem, Mar!

Amar : They are so rich that they are able to have the most expensive clothes in Indonesia.

Amir : Huh, the most expensive clothes in Indonesia? What's that clothes?

Amar : Well, especially if it's not the KPK prisoner's clothes.

Amir : Why is it even a KPK prisoner's clothes?" (Confused)

Amar : Yeah, just think about it, a politician need to steal at least 1 billion state money before he can wear the shirt.

Amir : Ooohh, I see.

8. Farce

Humor that can be categorized in farce is when the joke is boisterous making fun of certain events with an exaggerated ridiculous plot. For example the film *The Hangover* (2009) which tells the journey of Stu, Phil, Alan, and Doug to las vegas to party one last time as single, before Doug's wedding. but when everyone wakes up it turns out that Doug is missing and they don't remember what happened last night so he has to find Doug before the wedding day.

9. Irony

Irony is a speech that contains a statement that is very contradictory or inversely proportional to the existing reality, or the meaning is reversed with the actual meaning. For example

Jayden: oh, my god, you guys. A troll tearing me a part in my comments.. isn't that great?

Grant: I thought trolls were bad

Jayden was attacked by hate comments on his Instagram account and said this to Jayden. Then Jayden said, "isn't that great?" Hearing Jayden Grant's words, he was confused because what Jayden said did not match the fact that hate comments are not a good thing. It wasn't that he didn't like it Jayden was happy about it. This indicates that the flouting maxim in data 8 can create verbal humor, namely irony.

10. Sarcasm

Sarcasm uses scorn, insults, disguised ridicule in creating humor. In contrast to irony, sarcasm is more hurtful to other people's feelings. For example: "The film was so exciting, until I fell asleep".

11. Tall tale

Tall tales depend on facts or events about characters, plots and settings that are over-told that seem ridiculous. The example bellow is a tall tale entitle Paul Bunyan, it is an American folklore from Core Knowledge Language Arts (2007).

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

As you might imagine, young Paul Bunyan had a big appetite. He gobbled up five barrels of porridge a day, and his parents had to milk four dozen cows every morning and evening just to keep his baby bottle filled (Core Knowledge Language Arts 2007).

It can be seen from the examples of the stories above that many things seem to exceed the exaggeration. the words in bold are hyperbole about the characters in the story.

12. Wit

Wit is the use of ingenuity words to create a humorous and intellectual effect by causing a sudden change in perception of a topic. The example bellow is taken from pretty smart series episode 9.

Claire : What do you think she's reading?

*Jayden : Probably the cult by-laws, I read them for hours. Not to brag, but **I won the by-law trivia bee.. unopposed.***

That converstaion above Jayden said that he had won a quiz for a moment Claire felt that Jayden was great. Then Jayden said he could win the quiz because none of his opponents or other contestants took the quiz. This causes a sudden change in Claire's perception which at first she thought Jayden was great then the perception changed

In conclusion Richard Shade categorize verbal humor into 12 types; pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tale, and wit. each type has different features, which distinguish it from other types.

CHAPTER III

RESEARCH METHOD

This section contains the methods used by researchers in the current research, which consists of research design, data sources, data collection, and data analysis.

A. Research Design

The purpose of this research was to analyze the verbal humor used by the characters in the *Pretty Smart* movie. Therefore, Qualitative descriptive method is used to analyze verbal humor in the movie. According to Creswell (2013) qualitative descriptive is a method used to find the meaning of a social phenomenon that occurs in society. This is in accordance with the purpose of this study which examines the social phenomenon, namely verbal humor. In this research, cooperative principle theory was used to facilitate researchers in analyzing data and answering the two problem formulations.

B. Research Instruments

According to qualitative research, humans are the best instrument for conducting research. Ary et al. (2010) said, in qualitative research, humans are believed to be the most flexible instrument which is the main instrument for collecting and analyzing data. The main instrument in this research is the researcher himself. The role of the researcher is to identify, collect, classify and analyze data. The secondary instrument in this study is data taken from conversations or utterances containing verbal humor spoken by actors in the *Pretty Smart* series.

C. Data and Data Source

The data sources used in this study were taken from conversations or utterances containing verbal humor in five episodes of the *Pretty Smart* series, namely episodes 3,5,6,7,8,9 and 10. Researcher took data from these episodes because the last 6 episodes of and episode 3 of the *pretty smart* series is the seven episodes with the highest rating compared to the other three episodes. This rating is taken from the official website, namely IMDb.

The form of data is in the form of Utterances containing humorous verbs. Researcher get data by watching *pretty smart* series from an online streaming service, namely Netflix. <https://www.netflix.com/title/81327503>.

D. Data collection

In collecting data, the researcher took several steps. First, the data is taken by downloading movie scripts from Netflix. Then the conversations in each episode was observed. Then after watched the video repeatedly to collect humorous conversations, the researcher wrote down all the conversations that contained flouting maxim and verbal humor. All verbal humor data were collected from the film and ignores humor other than verbal humor so that this study focuses more on flouting maxim and verbal humor.

E. Data Analysis

In this current research used two theories to answer the two research questions. The two theories are Richard Shade's theory of verbal humor classification and Grice's theory of flouting maxim. The theories presented will be used to help researcher solve the two problem formulations.

This research took several steps in analyzing the data to answer the two research questions. First, the data was read in detail by paying attention to the words, clauses, phrases and sentences in the script written by the researcher. After understanding the maxim flouting and the verbal humor, the data of maxim flouting identified according to Grice's theory of cooperative principle to determine whether there were conversations from the character in the film that flout the maxims. In answering the second research question, the data classified all the verbal humor found in the series into 12 types of categories, namely pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tale, and wit. After that the data are classified and analyzed all the data. The last step is to draw up research conclusions.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the researcher will present the results of data analysis and discussion of humor that contains flouting maxims in the *Pretty Smart* series. In the finding the researcher will present the data analysis regarding the answer to each of the research questions, namely the types of flouting maxim are found in the Netflix series *Pretty Smart* and the way flouting maxim was used by the characters in the Netflix series *Pretty Smart* to create verbal humor.

A. Findings

Tesearcher found 20 data. All the data is presented in appendix 1 and appendix 2. In analyzing the data, the cooperative principle theory introduced by Grice (1975) was use as the theoretical basis for analyzing the data. Grice explained that four maxims must be considered in communication they are Maxim of Quality, Maxim of Quantity, Maxim of Relation, and Maxim of Manner. without this principle communication in a conversation will be disrupted. This theory utilized to help researchers in answering the first research question regarding the type of floating maxim in the Netflix series *Pretty Smart*. The second theory used is the verbal humor theory by Shade (1996), the categorization of verbal humor. Shade categorizes verbal humor into 12 categories, namely pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tale, and wit.

1. The types of flouting maxim in the Netflix series *Pretty Smart*

The characters use all of the flouting maxim in the series. That are flouting the maxim of quality, flouting the maxim of relation, flouting the maxim of quantity, and flouting the maxim of manner. The summary is presented in figure 1.

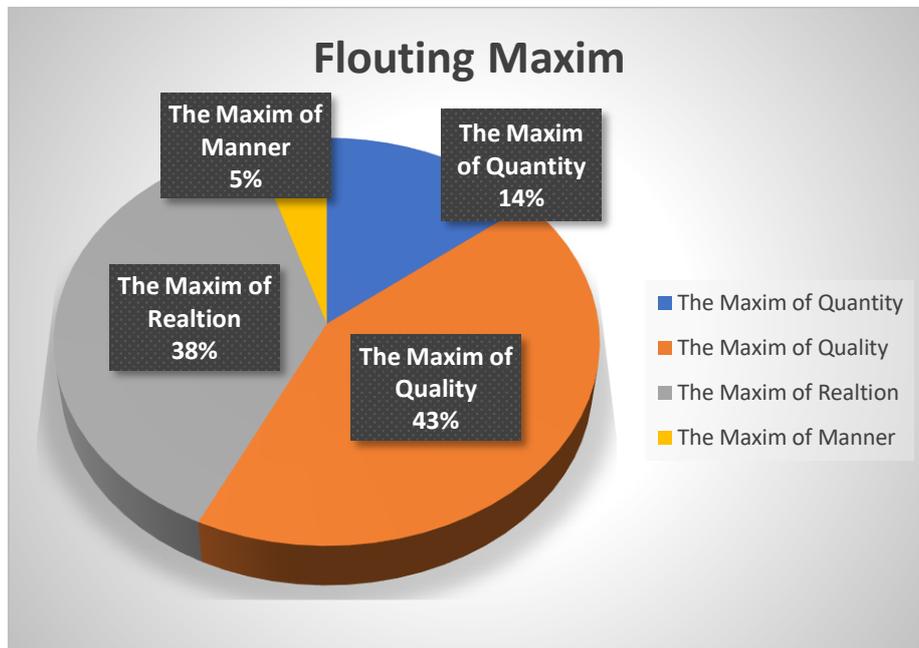


Figure 1. The types of flouting maxim in the Netflix series *Pretty Smart*

The following are the detail of each type of flouting maxim.

a. The Flouting of the Quality Maxim

Flouting the maxim of quality occurs when the speaker's utterance does not represent the reality or when the speaker deliberately says something which is untrue. In this case the speaker may use sarcastic words to deliver the implicit meaning to the hearer Cutting (2002, p.37). The purpose of the characters in the *Pretty Smart* series use the flouting maxim of quality is to confuse the listener then create several types of verbal humor. Then another purpose is to mocking another characters.

Datum 1

Episode 3 (09:40 – 09:48)

Grant: Wellcome to our home.

Margot: It's nice to meet you, Chelsea says you're a scientist.

*Grant: Yes, I'm a **microwaveologist**.*

*Margot: A **microwaveologist**?*

Grant: Yes that is what I said.

Margot is a college friend and rival of Chelsea in college. Before Margot arrives, Chelsea tells Grant to lie to Margot and tells Grant to pretend to be a scientist in the field of microbiology. But Grant misheard Chelsea's word microbiologist, so when he met Margot, Grant said microwave-ologist. This happened because Grant lacked information from scientists, so he thought the job existed.

The bolded words of datum 1 contain the flouting maxim of quality. Grant flouts the maxim of quality twice. This is because Grant didn't say based on facts. In other words, Grant lied to Margot that he was a scientist. Even though it was done intentionally and ordered by Chelsea, technically, Grant has flouted the maxim of quality by saying that he is a scientist when in fact he is a gym instructor. Then this causes Grant to flout the maxim of quality a second time.

Because Grant has lied or said something that is not according to the facts. Grant lie by saying that he is a microwaveologist and this is not accordance to the facts because there are no scientists who work in the field of microwaveologists. According to www.urbandictionary.com A Microwaveologist is a person who owns many microwaves. This can be concluded that Grant flouts the maxim of quality twice in a row in one scene.

Datum 2

Episode 3 (12:36 – 12:43)

*Jayden: Ugh, **this disgusting.. keep them coming, keep them coming.***

Jayden at Howard's restaurant where Claire works. Then he ordered white wine and chocolate malt. Then, after the order was finished, Jayden mixed the two drinks; white wine and chocolate malt; then Jayden drank it. Jayden's reaction after drinking one gulp, Jayden's expression indicating that the drink tasted bad, but Jayden kept ordering the drink again and making Howard confused by his behavior.

The bolded sentence contains the flouting maxim of quality. After Jayden drank the drink, he said that the drink was disgusting, which indicated that Jayden did not like the drink. Instead of throwing the drink away, Jayden ordered another of the same drink. This indicates that Jayden is not telling exactly what happened, which is what Jayden did to flout the maxim of quality.

Datum 3

Episode 6 (20:45 – 20:55)

Claire: Hey

*Dave: Oh hey. **Nice cup/mug/bowl I always thought that could be one thing.***

Claire: Thanks

In this scene, set in a pottery-making workshop, In this scene, Claire brings pottery and shows it to Dave, who is cleaning his hands, which are dirty. In fact, Dave said to Claire that his work was good, but in fact, Claire's work was very bad. It can be seen from the sentence that Dave wrote, "Nice cup/mug/bowl." It shows how bad Claire's pottery is that Dave can't identify it whether it's a cup, mug, or bowl.

It can be concluded that Dave has flouted the maxim of quality because he did not speak truthfully, or it could be said that Dave has lied to Claire. Dave deliberately flouts the

maxim of quality by lying because he doesn't want to hurt Claire's feelings by telling the truth that her pottery is awful.

Datum 4

Episode 7 (08:17 – 08:25)

*Jayden: Oh, my god, you guys. A troll tearing me a part in my comments.. **isn't that great?***

Grant: I thought trolls were bad

Jayden said that he had a hate comment on his Instagram account. Suddenly, he stopped talking. This causes Grant to think that Jayden is in trouble with hate comments on his Instagram account and Grant feels sorry for Jayden. This is shown by Grant's expression. A few moments later, Jayden continued his utterance. He said that a hate comment is great. Hearing Jayden's words, Grant was confused because what Jayden said did not accord with the facts. In this context, the fact is that hate comments are not a good thing, but Jayden likes them.

In the scene above, Jayden flouts the maxim of quality. Jayden said, Not in accordance with the facts. When Jayden is trolled by hate comments on his Instagram account, instead of being uncomfortable, Jayden likes it. This is not in accordance with the facts because in the next scene, Jayden just feels that he feels uncomfortable with the hate comments on his Instagram account.

Datum 5

Episode 8 (04:30 – 04:40)

Claire: Oh, I'm so happy Jayden likes dave.

*Grant: **Why wouldn't he? Dave is awesome, he explained to me what a 401k is. Still have no idea.***

Claire: You like him too.

Jayden hints to Claire that he likes Dave, Dave is Claire's boyfriend. Hearing that Claire was happy that Jayden liked Dave, then Grant said to Claire that Dave was awesome, Dave had explained about 401k to Grant, but Grant still didn't understand what it was. Claire innocently assumed that Grant also liked Dave. In that conversation, Grant deliberately flouts the maxim of quality.

The bolded sentence contains the flouting maxim of quality. Grant blatantly flouts the maxim of quality, intending to insinuate Claire in the hope that Claire can understand the implied meaning of Grant's words. Here, Grant wants to convey the implicit meaning in his words. The meaning is that Dave sucks because he can't properly explain what a 401k is to Grant. At the beginning of his words, Grant said, "Dave is awesome" so as not to hurt Claire's feelings. Grant's purpose is not to hurt Claire's feelings. This has been achieved, but on the other hand, Grant's purpose also failed to make Claire get the implied meaning of what he said. Grant did not say according to what was in his mind, so it can be said that Grant flouts the maxim of quality.

Datum 6

Episode 8 (14:24 – 14:30)

Ibu Jayden: Grant, the sweetie, have you ever thought about modeling?

*Grant: **Thought about it? No. but I have been on the cover of a few magazines.***

Jayde's mother asked Grant if he ever thought about becoming a model, to which Grant said no, but the next sentence Grant said was proof that he had been a model. Grant has been on the cover of several magazines. Grant's sentence was contradictory, which made Jayden's mother confused.

In this scene, Grant flouts the maxim of quality because he fails to fulfill the two maxims of quality principles, namely do not say something that is believed to be untrue and

do not say something without valid evidence. In that case, Grant intentionally lied and said something without valid evidence, in other words. It indicates that Grant has flouted the maxim of quality.

Datum 7

Episode 9 (12:04 – 12:17)

Lawyer: You entered into an agreement there is no negotiating it.

*Solana: You're asking us to do the unthinkable. There is no coming back according to the **affidavit**.*

*Jayden: **Affidavit**? My German SoulCycle instructor? he's wrapped up in this too?*

Jayden and Claire are following Solana, which leads them to a building that looks like an office. They follow Solana because they think that Solana is following a cult. At this point, they still don't realize that Solana doesn't follow a cult but is practicing as a lawyer again. Until finally, Jayden and Claire found Solana in the room with three other people.

When Solana said "affidavit," Jayden understood the word "affidavit" as the name of Jayden's German SoulCycle instructor. Jayden was surprised that his instructor was also involved in this cult. Whereas the affidavit referred to by Solana is a term in the realm of law that means a written statement from someone as evidence of truth. Here, Jayden flouts the maxim of quality because he says something without evidence. In this case, Jayden said "affidavit" is the name of his SoulCycle instructor from Germany. This cannot be proven because that is not what Solana meant. From this, it can be concluded that Jayden flouts the maxim of quality.

Datum 8

Episode 9 (16:50 – 17:00)

*Solana: I know you hated me and you're right to, I am a monster. I hated the old me too, that is why I changed my name. **Salona is just Allison with the letter changed around.***

Jayden: are you sure about that?

Solana tells Jayden and Claire about her dark past. When Solana told Jayden and Claire that Solana wasn't her real name, they were shocked. Then Solana said that Allison was her real name. Then Solana added more information, saying that Solana was the origin of the word Allison, whose letters were changed.

The bolded sentence contains the flouting maxim of quality. Solana flouts the maxim of quality because Solana did not speak according to the facts that happened, or it could be said that Solana lied to Claire and Jayden. Solana told Jayden that she hated her old self because of her dark past as a lawyer. That's why Solana Solana told Claire and Jayden that her real name was Allison. Solana said that Solana's name came from Allison with some letters changed around. This caused Jayden and Claire confusion because Allison couldn't be changed to Solana by changing the arrangement of the letters. In this case, either Solana or Allison has flouted the maxim of quality by speaking without following the facts or lying.

Datum 9

Episode 10 (09:46 – 10:01)

Claire: You're just right, I just don't know to wear

*Jayden: I'll help you and not just because Solana took my phone and **I'm bored out of my mind, but cause I love you. It's like an 80-20 situation.***

Claire and Dave's parents will meet for dinner together. But Claire is confused about determining what clothes she will wear for dinner tonight with Dave's family. Jayden tries to calm Claire and will help Claire determine the best clothes to wear for dinner tonight. Jayden did this because his phone was taken by Solana just before Claire met Jayden.

From that scene, it can be said that Jayden flouts the maxim of quality, which in principle requires the speaker to speak the truth. The bolded sentence contains the flouting maxim of quality. Jayden lied to Claire that he helped Claire not because Solana took his

phone, and he lied again that he helped Claire not because he was bored but because Jayden loved Claire. This is not in accordance with the facts. The fact is, Jayden did not know what to do because he was bored after Solana took his phone. Jayden also said this at the end of his sentence: "It's like an 80-20 situation." This shows that Jayden lied because the percentages between boredom and affection for Claire were more likely to be boredom, i.e., 80% boredom and 20% affection.

b. Flouting of the Relation Maxim

Flouting the maxim of relation occurs when the speaker responds to the hearer by deliberately not giving a relevant response to the topic that is being discussed. Cutting (2002, p.37) states that the speaker that flouts the maxim of relation expects the hearer to understand the meaning behind the utterance. The characters in the *Pretty Smart* series use the floating maxim of relation because they can't understand the topic being discussed so they don't speak according to the topic being discussed

Datum 10

Episode 3 (02:25 – 02:28)

Chelsea : oh yeah the endorphins are contagious.

Grant : That happens one time, everyone cought the same horrible rash from the yoga mats.

Chelsea : A staph infection?

Grant : not just staff, costumers too.

In this case, Grant has flouted the maxim of relation. The maxim of relations requires speakers to speak according to context or according to the topic being discussed. In this case, Grant talked about a contagious itching disease that had occurred in the gym due to the mattresses being used interchangeably by customers. Then Chelsea asked if it was a staph infection, and again, Grant

was out of context of the discussion. Grant thinks the word "staph" in the sentence spoken by Chelsea is someone who does some of the work that is the responsibility of leadership to achieve company or employee goals. Then Grant answered not only the staff but the customers as well, which made Chelsea think that a staph infection had occurred again in that place, and she immediately cleaned her desk to avoid getting infected.

Datum 11

Episode 5 (24:11 – 24:30)

Grant: Not every lid has a perfect match, Jay, I have to accept that.

*Jayden: I know sweetie. **This Tupperware mission took a lot out of me too.***

In the previous scene, Grant told Claire that he still loved her. Claire didn't want Grant to be her boyfriend. Claire wanted Grant to be her best friend. This causes Grant a broken heart. Then Grant walks into the house to the kitchen where there is Jayden who is looking for the missing jar. The sentence that Grant said was a figurative sentence. The purpose was to express his feelings to Jayden because Grant had a broken heart after his love was rejected by Claire. But Jayden didn't know what Grant had just experienced, so Jayden assumed that the sentence that Grant said was a sentence that didn't have any meaning or could be called a denotative sentence.

The bolded sentence contains the flouting maxim of relation. Jayden couldn't understand the meaning of Grant's sentence because Grant and Jayden spent all day struggling to find the missing jar and all that was left was the lid of the jar. So when he heard Grant's words, Jayden immediately assumed that Grant was tired of looking for the jar and wanted to just give up. Hearing Grant's words at that time, Jayden immediately calmed Grant and said that he also felt tired of the Tupperware jar search mission. This indicates that Jayden has changed the subject. This results in a flouting of the relational maxim.

Datum 12

Episode 6 (01:08 – 01:10)

Claire: And then he said, "see you, skater girl." It is so awkward.

*Jayden: **Avril Lavigne**. That is awkward.*

In the previous scene, Claire and Grant met at the gym. They only had a brief conversation before Claire went home. Due to the previous episode, Grant is now a bit awkward when he meets Claire. In the previous episode, Grant apparently still loves Claire and wants to express his feelings to Claire, but Claire doesn't like him anymore and just wants a relationship as a good friend and roommate. Therefore, in the scene before this scene, Grant was very awkward meeting Claire which made it difficult for him to compose words to speak, and when Claire wanted to go home, Grant instead said "See you later, Dude" which is used for men but Grant said this because he was nervous and clumsy. Then it added to Grant's awkwardness and made him say nonsense, "I mean, skater dude" It made Claire feel confused, and Grant said again, "I mean, skater girl" and that ended their conversation.

The bolded phrase contains the flouting maxim of relation. Claire tells Jayden about the awkward incident when they are at home. Jayden did not get the context of Claire's story, so Jayden could not get the meaning of what Jayden said to Claire earlier. This makes Jayden respond to Claire's story out of the topic being discussed. Jayden connects Grant's words "see you skater girl" with the famous singer, Avril Lavigne because Avril has a song called "Skater Boy," which is about a skater boy and a skater girl. This makes Jayden flout the

maxim of relations because Jayden does not respond according to the topic being discussed. Grant's words were made, not on purpose but because he felt awkward with Claire.

Datum 13

Episode 8 (07:05 – 07:08)

Chelsea: Wow, you know, you're inspiring me.

Grant: To work out?

*Chelsea: No, **to have ice cream.** (data 10)*

Grant was exercising at home and then greeted by Chelsea, and she said that Grant was inspiring Chelsea. Then Grant replied by asking whether he inspired her to work out. But Chelsea replied no, to have ice cream. In this scene, it can be concluded that Chelsea blatantly flouts the maxim of relation. The maxim of relations requires the speaker to speak according to the topic being discussed, but in this scene, the speaker, who is Chelsea, does not speak according to the topic being discussed with Grant. It can be concluded that Chelsea has Flouts the maxim of relation.

Datum 14

Episode 8 (13:26 – 13:32)

Chelsea: I don't think this is going to end well.

*Grant: **You'll probably have a tummy ache, but it'll be worth it.***

In the kitchen, Chelsea and Grant are trying to finish all the food given by Grant's mother. In the living room, Jayden and his mother were chatting about something about fashion, then they walked into his room and were seen by Chelsea. Then, when they entered the room, Chelsea said, "I don't think this is going to end well." This sentence is aimed at Jayden and his mother. Then Grant replies by discussing another topic. Because he thought

that Chelsea was talking to him about that meal, he said, "You'll probably have a tummy ache, but it'll be worth it."

The bolded sentence contains the flouting maxim of relation. It can be concluded that in this case, Grant has flouted the maxim of relations because he does not speak according to the topic being discussed with Chelsea. Grant thought that Chelsea thought that after he finished this meal he would not be fine. Then Grant tried to convince Chelsea that everything would not be in vain. Maybe it just caused a stomach ache. This indicates that Grant has flouted the relationship maxim.

Datum 15

Episode 8 (20:00 – 20:16)

Jayden: It's not what a mother does with a son.. so what if we.. and hear me out. Had a relationship without you being my manager?

*Jayden's mom: Oh, like **I'm your accountant?***

Jayden: no.

Jayden wanted a relationship like a son and mother, not as a manager. Then his mother replies that she wants to be Jayden's accountant. With a disappointed tone, Jayden answered no, because that was not what he meant. Jayden's mother didn't understand what Jayden meant. Jayden wanted his mother to be a real mother, not his manager or accountant. However, Jayden's mother responded by wanting to become his accountant.

The bolded sentence contain the flouting maxim of relation. Jayden's mother flouts the maxim of relation because she doesn't answer Jayden's question according to the topic at hand. In this case, the context is that Jayden misses his mother and wants his mother to be a real mother. It can be seen from their previous conversation, which discussed the

relationship between mother and son, but Jayden's mother instead wanted to be his accountant.

Datum 16

Episode 9 (18:04 – 18:16)

Grant: Hi Chelsea. What are you doing here? I thought you'd be home writing.

Chelsea: I'm done, I wrote and the words just flowed out of me.

*Grant: Like a **microwave**?*

Chelsea meets Grant at the gym where Grant works after he finishes his writing. In this scene, Grant has flouted the maxim of relations because he does not fulfill one of the maxims of relations' requirements, namely speaking according to the topic being discussed. In this case, Grant interprets Chelsea's words "flowed" literally as flowing water, but in fact, the word "flowed" spoken by Chelsea has a connotative meaning which means "fluent," which is this word used by Chelsea to express that she has completed her writing smoothly without any problems.

The bolded sentence contains the flouting maxim of relation. It can be seen in Grant's reply that Grant flouts the maxim of relation. Grant replied to Chelsea, "Like a microwave?" Here it can be interpreted that Grant does not understand the meaning of the word "flowed" spoken by Chelsea. So Grant even replied with the sentence "Like a microwave?" It is clear that the sentence spoken by Grant is out of context with Chelsea, so it can be concluded that Grant flouts the maxim of relation.

Datum 17

Episode 10 (12:47 – 12:55)

Howard: It's so great having you here, alone. Jayden usually ignores me whenever I talk-
Solana: Can't pull off a romper? How dare they?

Solana took Jayden's phone because Jayden was too addicted to social media, which in this case was Instagram. Solana went to Howard's cafe to hang out alone to keep Jayden away from his phone. Howard is happy with Solana's arrival because Howard doesn't like talking to Jayden. After all, Jayden often ignores him. But at that time, Howard was also ignored by Solana.

Solana flouted the relationship maxim by not speaking in accordance with the topic under discussion. It can be seen that when Howard had not finished speaking, Solana immediately changed the topic of conversation because she was distracted by the notification of a new comment on Jayden's Instagram account.

c. Flouting of the Maxim Quantity

Flouting of the quantity maxim occurs when a speaker provides too much or too little information and provides unnecessary information to the listener (2002, p. 36). The characters use the flouting maxim of quantity in order to make a sudden change in the perception of other characters below are three data that contain maxim flouting:

Datum 18

Episode 7 (08:17 – 08:25)

*Jayden: oh, my god, you guys. A troll tearing me a part in my comments.. **isn't that great?***

Grant: I thought trolls were bad

In this scene, Jayden panics because he saw hate comments on his Instagram account, then he tells Grant and Claire. Jayden said that he was trolling in the comment on his Instagram account, then paused before continuing his words. This caused Grant and

Claire to assume that Jayden was in trouble with hate comments on his Instagram account. Grant and Claire feel sorry for Jayden; this is shown by Grant and Claire's expressions. A few moments later, Jayden continued his words, "isn't that great?" Hearing the continuation of Jayden's words, Grant and Claire felt confused because what Jayden said did not match the general facts. In this context, the general fact is that there are hate comments on Jayden's Instagram account. In general, hate comments are not a good thing, but Jayden is happy about it.

The bolded sentence contains the flouting maxim of quantity. In this scene, Jayden has flouted the maxim of quantity. Jayden gave too little information to Grant and Claire by cutting him off to make him think in the context of Jayden's given meaning. Then Jayden continued his words by blatantly not meeting the maxim of quantity, which in principle expects the speaker to provide information according to what is needed by the listener, not too much and not too little.

Datum 19

Episode 8 (11:53 – 11:58)

*Grant: **you know my mom really like you.***

Chelsea: yeah? Why?

*Grant: **because she likes everyone.***

Grant and Chelsea are eating together. In the silence, suddenly, Grant said to Chelsea that his mom was like Chelsea. Surprised by Grant's words, Chelsea then asked the reason why Grant's mother liked him. Then Grant answered that his mother likes everyone. This leaves Chelsea disappointed with Grant's earlier remarks that Grant's mother likes Chelsea.

The bolded sentence contains the flouting maxim of quantity. The maxim of quantity requires the speaker to speak sufficiently according to what is needed by the listener and not

to say anything unnecessary. On the other hand, Grant said things that didn't need to be said. This led Chelsea to think that Grant's mother liked him because he had only said that to Chelsea. But Chelsea's opinion immediately changed after learning that Grant's mother liked everyone. This indicates that Grant has flouted the maxim of quantity. Grant says information that is not needed by the listeners, namely Chelsea.

Datum 20

Episode 9 (08:52 – 09-02)

Claire: what do you think she's reading?

*Jayden: probably the cult by-laws, I read them for hours. Not to brag, but **I won the by-law trivia bee.. unopposed***

In this scene, Jayden and Claire were watching Solana through the window of the house. Solana is seen reading a book outside the house. Then Claire asked Jayden, "What do you think she's reading?" Then Jayden replied, "Probably the cult by-laws." Then Jayden said that he had won a quiz about the rules in the book. For a moment, Claire felt that Jayden was great. Then Jayden continued his speech. He could win the quiz because there were no opponents or other contestants who participated in the quiz.

In this scene, Jayden provides information that does not need to be conveyed to Chelsea. Jayden said that he had won a quiz about the rules in the book, for a moment Claire felt that Jayden was great. But Jayden said again that he won because no other contestants took the quiz. This Jayden did impress Chelsea with what Jayden had done. But on the other hand, it also makes Chelsea think that Jayden is not great at all. It can be concluded that Jayden flouts the maxim of Quantity.

d. Flouting the Maxim of Manner

Flouting maxim of manner occurs when the speaker deliberately fails to observe the maxim by not being brief, or using obscure words (Cutting 2002). Flouting maxim of manner is used by the characters to confuse listeners by using ambiguous words.

Datum 21

Episode 9 (08:52 – 09-02)

Solana: you know I date Ezra?

Jayden: from your yoga class.

Solana: then I date Marley.

Jayden: From the herbal remedy shop.

*Solana: and I dated **river**.*

Jayden: from the river.

To remind Jayden, Solana mentions some of the friends she dated. However, Solana has flouted the maxim of manner. Even though Solana has fulfilled the four maxims of manner, namely perspicuous, avoid obscurity of expression, be brief, and be orderly, Solana does not fulfill one of the five maxims of manner, namely, avoid ambiguity. So that Jayden can't understand the meaning of Solana and raises the ambiguity of the word "River". The "River" spoken by Solana here has two different meanings and contexts: the first context is "River" as the name of a friend Solana dated, and the second context meaning is "River" as a literary significance river.

The bolded word contain the flouting maxim of manner. After seeing the conversation between Solana and Jayden over and over again, the researcher can conclude

that the meaning of the word "River" spoken by Solana is the name of someone Solana had dated. This can be seen from the structure of Solana's speech from the beginning. Solana said systematically, which began by mentioning the names of the people he had dated, then Jayden replied by mentioning the place where Solana met, then Solana said the second name, and Jayden also replied as before. Then when Solana mentions his last name, which is "River," Jayden can't understand what Solana means. Therefore, it is clear that Solana Flouts is the Maxim of Manner.

2. The use of flouting maxim by the character Netflix series is “Pretty Smart” to create verbal humor.

In this research, the researcher analyzed the verbal humor in the data that had been collected amounting to 21 datum. Then the researcher used theory classification verbal humor Shade (1997) to help answer the second research question, How do the characters used flouting maxim in the Netflix series *Pretty Smart* to create humor. Shade (1997) categorizes verbal humor into 12 types, namely pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tale, and wit. The researcher found that the frequent appearance of verbal humor is a joke, followed by the less appearance, irony, satire, and wit. The result of the analysis can be seen in figure 2.

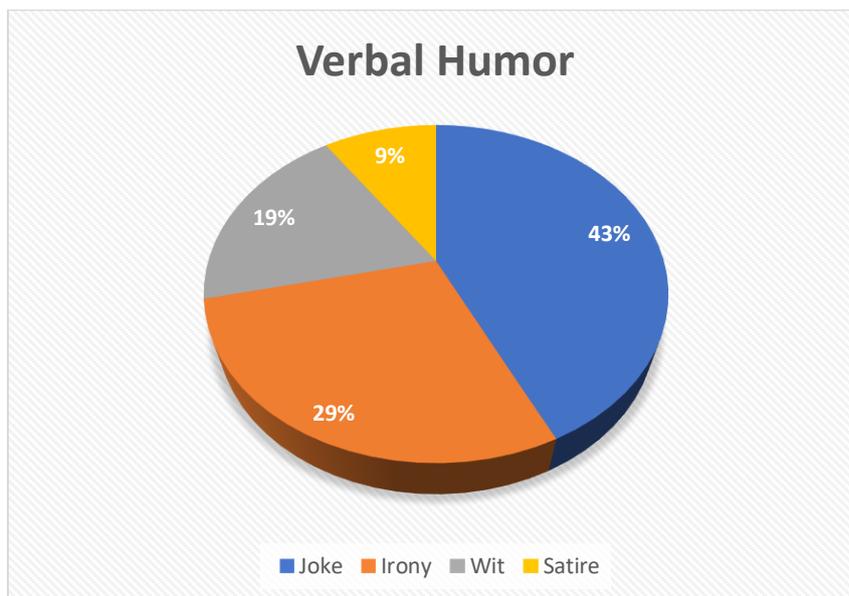


Figure 2. Types of verbal humor created by the maxim flouting

The detail of the analysis of verbal humor created by flouting maxim as follow is put on the sequent from the most dominant type into the less type found.

a. Joke

Any funny utterances involving words that have more than one meaning, idioms, metaphors, weirdness, ambiguity, and change of perspective can be said to be jokes. According to Shade (1997) jokes can be divided into five categories, namely Phonological Jokes, Lexical Jokes, Surface Structure Jokes, Deep Structure Jokes, and metalinguistic jokes. In this study, there are only three types of jokes from five categories of jokes, namely lexical jokes, deep structure jokes, and metalinguistic jokes. There are two types of jokes that are not found in the data, namely phonological jokes and surface structure jokes.

1) Phonological Joke

The phonological structure of the word has an important role in the formation of humor in this type. Phonological jokes can result from the sound of words causing misleading and misunderstanding.

In datum 1, to get the verbal humor, we can see from the context. Grant misheard the word Chelsea said, "microbiologist." Grant heard it as "microwaveologist" because the pronunciation of the two words is almost the same. But the humor occurs not in the scene where Chelsea tells Grant to lie, but in the scene when Grant meets Margot. Humor can occur because Grant flouts the maxim of quality. Grant lied to Margot about his job, so Grant lacks information about the work of a scientist, so he insists that his job is "microwaveologist," which doesn't exist, and this causes the audience to laugh because there is no job as a microwaveologist.

2) **Lexical Joke**

Lexical jokes occur because there are differences in the meaning of a word. the humorous effect created by these kinds of jokes is highly dependent on words that have multiple meanings, and misleading interpretations that differ from what they should be.

Solana flouts the maxim of the manner in Datum 21 because Solana uses ambiguous word in her speech which is that Solana flouts the maxim of manner. Solana said "River", which in this context River has two meanings, the first meaning is someone's name, and the second meaning is the literal meaning of the word river. This led to Jayden. In this scene, verbal humor occurs when Jayden misinterprets the word "river" literally, which is a contradiction to what Solana meant. So Jayden was confused and might have thought that Solana had dated someone from the river.

In datum 7 Jayden flouts the maxim of quality to create verbal humor. In this case, verbal humor is created because of the use of a word that has more than one meaning, namely "affidavit," which is the word Solana uttered literally. However, Jayden

misinterpreted the word so that it flouts the maxim of quality in creating verbal humor. The type is a joke, a lexical joke.

3) **Deep Structure Joke**

A deep structure joke is a type of verbal humor whose humor lies in the misinterpretation of a word or phrase. Jokes made from this type of joke are when some phrases or words contain ambiguous meanings that cause two alternative contexts or interpretations.

In datum 10 Grant flouts the maxim of relation twice. The first happened when Grant didn't understand what Chelsea was saying. "The endorphins are contagious." The second was when Chelsea said "Staph infection." Grant also couldn't understand the meaning of the phrase spoken by Chelsea, so Grant changed the topic being discussed. Grant's verbal humor resulted from the flouting of the maxim that he did occur because there are alternative interpretations by Grant.

First, Grant does not understand what endorphins is, so he interprets endorphins as infectious diseases. So he told me about a contagious disease that had happened and was infecting people in the gym. Then Chelsea asked if it was a staph infection. Again, Grant misinterprets the word as "staff." Verbal humor occurs when Grant answers not only staff but customers as well. This is because there is a misinterpretation of Chelsea's speech so that it can be included in verbal humor, a type of deep structure joke.

In datum 11 verbal humor occurs because Jayden flouts the maxim of relation. This could happen because Jayden could not understand the hidden meaning of Grant's words. When Grant said, "Not every lid has a perfect match, Jay," Jayden immediately calmed him down by saying, "I know sweetie this caused the audience to assume that Jayden understood what Grant was saying. But after that, Jayden said, "This Tupperware mission took a lot out

of me too." This made the audience laugh because Jayden didn't know the meaning of Grant's words.

In datum 12 verbal humor is created because Jayden flouts the maxim of relation. This happened when Jayden changed the subject that was being discussed with Claire. In this context, Jayden failed to understand the word that was spoken by Claire, so Jayden's incomprehension made him misinterpret the word. The word is "skater girl". It's funny that Jayden associates the word "skater girl" with the famous singer Avril Lavigne because Avril has a song called Skater Boy which is about a skater boy and a skater girl.

In datum 14, the floating maxim of relation causes verbal humor. The type is a deep structural joke. Chelsea said, "I don't think this is going to end well." The meaning of these words is that Chelsea is talking about Jayden and his mother. Then Grant replied by discussing another topic because he thought that Chelsea was talking to him about this meal, "You'll probably have a tummy ache, but it'll be worth it." Verbal humor occurs when Grant misinterprets the meaning of Chelsea's words.

In datum 15 Jayden's mom flouts the maxim of relations because she does not answer Jayden's questions according to the topic being discussed. In this case, the context is Jayden wants his mother to be a real mother, but Jayden's mother wants to be his accountant instead. This is funny because the audience didn't expect Jayden's mother to say this. Flouting the maxim of relation by Jayden's mother causes verbal humor to occur in this scene.

In datum 16 Grant flouts the maxim of relation which causes the creation of verbal humor with the type of deep structure joke due to the misinterpretation of the word "Flowed" by Chelsea. Actually, Chelsea used the word flowed as a figurative word, but Grant didn't understand and interpreted it literally, and then Grant replied to Chelsea's words with the

sentence "Like a microwave?". This caused the audience to laugh because Grant mispronounced the wave with the microwave.

b. Irony

Irony refers to the speech in which the intended meaning is the opposite of literal meaning. It is the contradiction between what is said and what is done, what is expected and what happens.

In datum 2 by flouting the maxim of quality, Jayden creates irony and verbal humor. Verbal humor occurs when Jayden says things that contradict what happened. In this case, Jayden said that the drink he ordered was not delicious, but ironically, he ordered the same drink again, which made the audience laugh at it.

In datum 3 Dave has flouted the maxim of quality because he doesn't speak truthfully, or it can be said that he has lied to Claire. Dave deliberately flouts the maxim of quality by lying because he doesn't want to hurt Claire's feelings by telling the truth that his work is really bad. This indicates that flouting the maxim of quality can have a humorous effect. In this case, the humor that is created is irony.

In datum 4 Jayden was trolled by hate comments on his Instagram account and said this to Grant. Then Jayden said, "isn't that great?" Hearing Jayden's words, Grant was confused because what Jayden said did not accord with the fact that trolls are not good. It wasn't that he didn't like it; Jayden was happy about it. This indicates that the flouting maxim of quantity in datum 4 can create verbal humor irony.

In datum 6, Jayden's mom asked Grant if he had ever thought about becoming a model. Grant answered no, but the next sentence that Grant said was proof that he had been

a cover model for several magazines. Grant's sentence was so contradictory that it confused Grant's mother. The contradicting sentence that Grant says to Jayden's mother is contradictory because Grant flouts the maxim of quality. The verbal humor in this scene is irony.

In datum 9 Jayden flouts the maxim of quality by lying to Claire. He said that he helped Claire not because Solana took his phone, and he lied again that he helped Claire not because he was bored, but because Jayden loved Claire. This contradicted the fact that Jayden didn't know what to do because he was bored after Solana took his phone. This is also what Jayden said at the end of his sentence, "It's like an 80-20 situation." Jayden deliberately said that he helped Claire with the reason for loving Claire, but the percentage of Jayden's love was only 20%, and the rest 80% was just because he was bored. In this case, Jayden's floating maxim creates verbal humor and the type is irony.

In datum 17, Verbal humor in this scene can be called irony because Solana initially talked about Jayden with Howard, but when Howard said that he was often ignored by Jayden when he spoke, Solana also ignored him. Of course, the humor in this scene is ironic. This can happen because Solana flouts the maxim of relations by changing the topic of conversation that is being discussed.

c. Wit

The use of clever words to create a humorous and intellectual effect by causing a sudden change in perception of a topic under discussion is called wit.

In datum 18 Jayden flouts maxim of quantity. In this scene, Jayden has flouted the maxim of quantity. Jayden gave too little information to Grant and Claire by stopping his utterance to make them think in the context of Jayden's given meaning. Flouting the maxim of quantity in this scene causing a sudden change in perception of a topic being discussed.

In datum 19 wit occurs when Grant flouts the maxim of quantity. Grant said that his mother liked Chelsea, and this made Chelsea feel happy, but later Grant explained that his mother not only liked him but liked everyone. This makes Chelsea's perception of Grant's mother, who likes him, change suddenly.

In datum 20 Jayden flouts the maxim of quantity to create verbal humor wit. In this case, Jayden said that he had won a quiz. For a moment, Claire felt that Jayden was great. Then Jayden said he could win the quiz because none of his opponents or other contestants took the quiz. This causes a sudden change in Claire's perception of Jayden, who at first she thought was great, then her perception changes.

In datum 8 Solana flouts the maxim of quality because Solana did not speak according to the facts that happened, or it could be said that Solana had lied to Claire and Jayden. Solana told Jayden that she hated her old self because of her dark past as a lawyer. That's why Solana Solana told Claire and Jayden that her real name was Allison. Solana said that Solana's name came from Allison, whose letters were changed. This caused Jayden and Claire confusion because Allison couldn't be changed to Solana by changing the arrangement of the letters. It can be indicated that the humor produced by Solana's flouting maxim is wit. Solana uses clever words to create a humorous and intellectual effect by causing sudden changes in perception of the topic under discussion.

d. Satire

Satire is a literary composition to give criticism but still meant to be humorous. It involves both humour and criticism. LeBoeuf (2007) mentions that satires are now become a great artistic form to give criticism to human behaviours (p.2). It uses exaggeration, distortion, and understatement as its techniques.

In datum 5 Grant flouts the maxim of quality and causes verbal humor-type satire. Grant aims to satirize Claire in the hope that Claire can understand the implied meaning of Grant's words. Here, Grant wants to convey the implicit meaning of his words. Grant criticizes Dave, saying that Dave is sucked because he can't properly explain what a 401k is to Grant.

Datum 13 indicates that flouting the maxim of relations can create verbal humor. In the case of datum 13, the verbal humor created by the flouting maxim is satire. Chelsea quipped at Grant, because Grant always does sports wherever he is. Chelsea told Grant that she was inspired by Grant, who was exercising, but when Grant asked whether Claire was inspired to exercise, Chelsea said that she was inspired to eat ice cream.

B. Discussion

In this section, the researcher summarizes all the data that has been found from the previous chapter. Then the data analyzed above will be explained in this section. The explanation in this section will be based on research questions that have been determined by the researcher, where the research questions discuss the flouting maxim and verbal humor. So the data in this section will also be based on the cooperative principle theory and the verbal humor theory.

When someone talks to someone else, they want to make a point. Furthermore, other people who act as listeners are expected to catch the intent expressed by a speaker. With these two goals, people will speak as clearly as possible not convoluted, concise, not excessive and fairly, including a reasonable voice volume not too low or too high. In pragmatics, there are flouting maxims with certain intentions that the speaker can do, but he

must be responsible for those deviations so that other people can know the intentions of the speaker.

From the data analysis in Chapter IV, the researcher can conclude that the cooperative principle is not obeyed in most conversations in the *Pretty Smart Series*. This is due to several factors that influence the characters in the *Pretty Smart Series* to flout the maxim. The maxim flouters commit these flouts by intending to mislead their listeners, providing false information regarding the topic, hiding certain intentions from listeners, hiding facts, influencing others, avoiding awkwardness, avoiding negative consequences, and insinuating others, to please other people and get positive results.

There are also various ways to flout maxims, including providing information that is not according to what is needed by the listener, providing unnecessary information, saying that is not by the facts, providing information that does not represent what is being thought, changing the topic of conversation, and using words which is not clear. In the findings, it can be seen that the characters in the *Pretty Smart series* often deviate from the cooperative principle by saying things that are not according to fact or can be called lying.

In practice, the characters in the *Pretty Smart Series* flout the maxim principle to achieve certain purposes. Besides, the results of the analysis in Chapter IV found that every flouting of maxims can produce humor, in this case, verbal humor. because it involves language in the delivery of humor. In finding, four types of verbal humor are produced due to the flouting of maxims, namely jokes, satire, irony, and wit. This can happen because when the characters in the film flout the maxims, they also have certain intentions to convey to the listeners. But not every time the listener can get the point of the speaker so that it gives rise to another perspective that produces a sense of humor.

Flouting the maxim of quality is a type of flouting the maxim that is often done by the characters. They want to say something that is on their mind but doesn't want to say it directly. This causes differences in perception between the speaker and listener so that verbal humor is formed. Then the maxim that is rarely flouted is the maxim of manner. This is because the characters in the film use clear words so that there is rarely any ambiguity in conversation.

From all the maxim flouting by the characters, the verbal humor that often arises as a result of the maxim flouting is a Joke. This is because jokes have five different sub-types, so jokes have a great chance to dominate the types of verbal humor that appear in this series. This fits the definition of a joke itself, any humorous statement involving one of the following: multi-meaning words, metaphors, idioms, ambiguity, oddities, and change of perspective. The results of the research in chapter IV also produce data that follows the two research questions of this study. So it helps researchers answer the two research questions.

From the results of this research, the researcher can conclude that the flouting maxim is related to the type of verbal humor. It can be seen in the table below.

Table 1. The relation between maxim flouting and the type of verbal humor

Flouting the Maxim of Quantity	Flouting the Maxim of Quality	Flouting the Maxim of Relation	Flouting the Maxim of Manner
Wit	Irony and Joke	Joke	Joke
Datum 19 & 20	Datum 1, 2, 3, 6,7, & 9	Datum 10, 11, 12, 14, 15, 16	Datum 21

Table 1 shows that the pattern of verbal humor produced by flouting the maxims of quality, relation, and manner always results in one type of verbal humor, namely jokes. The researcher can conclude that the flouting maxim is related to the creation of verbal humor.

This study has limitations or weaknesses because the researcher did not examine all episodes. So the researcher cannot guarantee whether the types of violations by characters in other episodes are the same as in the episodes that have been studied. So, further research is expected to examine episodes that have never been studied.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter contains the conclusions and suggestions of the researcher presented. The findings of this research are summarized in this first session, namely Conclusion. Then the last session contains suggestions from researchers for future researchers and readers.

A. Conclusion

Based on the findings on the types of floating maxims found in the Netflix series *Pretty Smart*, the dominant floating maxim is quality. It is followed by flouting maxims of relation and floating maxims of quantity. The last one is flouting the maxim of manners. The result of the analysis shows that the flouting maxim has a relation to the creation of verbal humor.

Concerning the finding on the way the flouting maxim is used by the characters in the Netflix series *Pretty Smart*, the researcher concludes that flouting the maxim can create humor, especially verbal humor. A joke is the most common verbal humor in the *Pretty Smart* series, while the rest are satire, irony, and wit. The researcher concludes that the flouting maxim of quantity produces verbal humor of wit, the flouting maxim of quality produces verbal humor of irony and jokes, and the floating maxim of relations and manners also produces verbal humor jokes. So, the researcher can conclude that the purpose of the characters in the *Pretty Smart* series to flout the maxims is to create various types of humor so that they can make the audience laugh.

B. Suggestion

The first suggestion is for writers of comedy genre films to consider increasing the use of flouting the maxim of quality on characters in writing scripts. Because flouting the maxim of quality can create very funny humor, the scriptwriters can also expand the verbal humor produced by flouting other maxims besides quantity.

The second suggestion is for other future researchers that should examine the same topic to use objects from mass media in the spontaneous comedy genre. Because this study uses the object of the film which is creating humor in the role of the scriptwriter. It is highly recommended for future researchers to research objects in the spontaneous comedy genre.

The third suggestion is for teachers. It is expected to be able to use verbal humor in pragmatic learning in the classroom in teaching cooperative principles, especially flouting maxims. Besides that, it can also make learning in class more relaxed and fun.

The fourth suggestion is for the student in order to utilize the results of this research to understand practically the application of the two theories, namely cooperative principles by Grice (1975) and verbal humor (Shade 1996), to be used in pragmatic learning.

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CURRICULUM VITAE



Muhamad Syahril Adil Hakim was born in Malang on March 28, 2000. He graduated from SMAN 1 Tumpang in 2018. During his study at the High School, He actively participated in OSIS. He started his higher education in 2018 at the English

Literature Department of Faculty Humanities in Universitas Islam Negeri Maulana Malik Ibrahim Malang.

APPENDIX

NO	Utterances	Flouting Maxim				Datum
		Quantity	Quality	Relation	Manner	
1.	Grant : I saw that, you're starting to like the gym. Chelsea : oh yeah the endorphins are contagious. Grant : That happens one time, everyone caught the same horrible rash from the yoga mats. Chelsea : A staph infection? Grant : not just staff, costumers too.			√		10
2.	Grant : Welcome to our home. Margot : it's nice to meet you, Chelsea says you're a scientist. Grant : Yes, I'm a microwave-ologist. Margot : a microwaveologist? Grant : yes that is what I said.		√			1
3.	Jayden : Ugh, this disgusting.. keep them coming, keep them coming.		√			2
4.	Grant : Not every lid has a perfect match Jay, I have too accept that. Jayden : I know sweetie. This Tupperware mission took a lot out of me too.			√		11
5.	Solana : You know I date Ezra? Jayden : From your yoga class. Solana : Then I date Marley. Jayden : From the herbal remedy shop. Solana : And I dated river. Jayden : From river.				√	21
6.	Claire : And then he said, "see you skater girl." It's so awkward. Jayden : Avril Lavigne. That's awkward.			√		12
7.	Claire : Hey Dave: Oh hey. Nice cup/mug/bowl I always thought that could be one thing. Claire: Thanks		√			3
8.	Jayden : Oh, my god, you guys. A troll tearing me a part in my comments.. isn't that great? Grant : I though trolls was bad		√			4 & 18
9.	Claire : Oh, I'm so happy Jayden likes dave. Grant : Why wouldn't he? Dave is awesome, he explained to me what a 401k is. Still have no ideas. Claire : you like him too.		√			5
10.	Chelsea : Wow, you know, you're inspiring me. Grant: To workout? Chelsea : No, to have ice cream.			√		13

11.	Grant : You know my mom really like you. Chelsea: Yeah? Why? Grant : Yecause she likes everyone.	√				19
12.	Chelsea : I don't think this is going to end well. Grant : You'll probably have a tummy ache, but it'll be worth it.			√		14
13.	Mrs. Jayden : Grant, sweetie, have you ever thought about modeling? Grant : Thoughts about it? No. but I have been on the cover of few magazines.		√			6
14.	Jayden : It's not what a mother does with a son.. so what if we.. and hear me out. Had a relationship without you being my manager? Jayden's mom : Oh, like im your accountant? Jayden : No.			√		15
15.	Claire : What do you think she's reading? Jayden : Probably the cult by-laws, I read them for hours. Not to brag, but I won the by-law trivia bee.. unopposed	√				20
16.	Lawyer : You entered into an agreement there is no negotiating it. Salona : You're asking us to do unthinkable. There is no coming back according to the affidavit. Jayden : Affidavit? My really German soulcycle instructor? he's wrapped up in this too?		√			7
17.	Solana : I know you hated me and you're right to, I am a monster. I hated the old me too, that is why I changed my name. salona is just Allison with the letter changed around. Jayden : Are you sure about that?				√	8
18.	Grant : Hi chels. What are you doing here? I think you'd be home writing. Chelsea : I'm done, I wrote and the words just flowed out of me. Grant : Like a microwave?			√		16
19.	Claire : You're just right, I just I don't know to wear Jayden : I'll help you and not just Solana took my phone and I'm bored out of my mind, but cause I love you. It's like an 80-20 situation.		√			9
20.	Howard : It's so great having you here, salona. Jayden usually ignores me whenever I talk- Solana : Can't pull of a romper? How dare they?			√		17

