

**LEXICAL AMBIGUITY IN HUMOR MEME  
PUBLISHED IN 9 GAG WEBSITE  
THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM  
MALANG  
2021**

**LEXICAL AMBIGUITY IN HUMOR MEME  
PUBLISHED IN 9 GAG WEBSITE**

**THESIS**

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

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MALANG**

**2021**

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I state that thesis entitled“ Lexical Ambiguity in Humor Meme Published in 9 Gag Website”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, 30 August 2021

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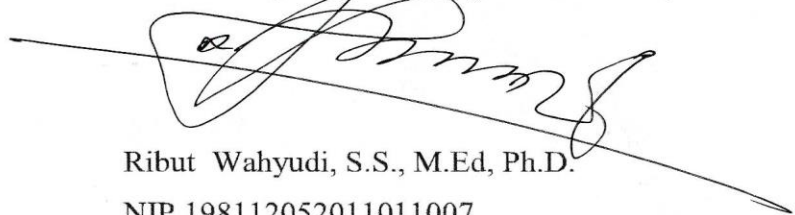
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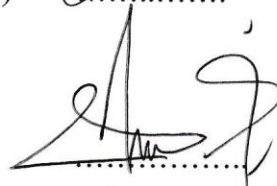
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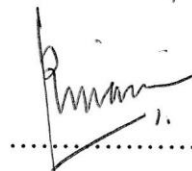
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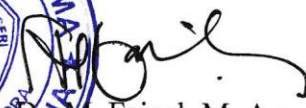
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## **MOTTO**

خير الناس أنفعهم للناس

"The best human being is the most beneficial for humans"

- HR.Ahmad-

## **DEDICATION**

This thesis is dedicated to my beloved parents, M. Ngaturi and Muliati, who always advise and pray for me, my husband, Moh. Daman Huri, who is very understanding and supports me, my older sister, Soimatul Fitria and brother, Mufabin, who have always been good examples for me, and my bestfriend, Dinda Kusumaning Ayu, who is always a good listener when I am sad and down.

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Praise to the one Almighty God, Allah S.W.T. who always guided the researcher in completing this thesis. Prayers and greetings may always be poured out to the Prophet Muhammad SAW, who was the one who led us from the path to darkness to the path of light, namely addinul Islam.

Therefore, I would like to give a special thanks to Mr. Ribut Wahyudi, S.S., M.Ed, Ph.D. as the main examiner, Mr. Zainur Rofiq, S.S., M.A. as the chair, and Mrs. Rina Sari, M. Pd. as my advisor for giving me a lot of advice and feedback. Thank you for taking the time to read all my drafts and direct this thesis to be better. .

The researcher would like to express her deepest gratitude to those who are involved in giving assistance and guidance. Firstly, the researcher would like to give her respect to Dr. M. Faisol, M. Ag., as the Dean of Faculty of Humanities. Secondly, the researcher delivers her deference to Mr. Ribut Wahyudi, S.S., M.Ed, Ph.D. as the Head of Department of English Literature who has given me valuable knowledge and advice both in academic and personal levels. The deepest gratitude also goes to all of my teachers and lecturers from elementary schools to university who have provided valuable knowledge, prayers and assistance during my studies.

The deepest gratitude also goes to the researcher's family. The researcher expresses her deep gratitude to her beloved parents, M. Ngaturi, her best father,



who always advises and prays for and always sincerely sacrificed for his children, her beloved mother Muliati, who always prays and gives motivation during the researcher's education. Her gratitudes also go to her husband, Moh. Daman Huri, who has always been faithful to accompany her and her friends who helped her when having difficulties.

Finally, the researcher fully realizes that this thesis has several weaknesses and needs constructive criticism and suggestions from the readers so that it can be perfected. Hopefully, the results of this research can be useful for readers, especially for the students of the English Literature Department.

Malang, 30 August 2021

The Researcher,

Ninin Faria Ulfa

## ABSTRACT

**Ulfa, Ninin Faria(2020)***Lexical Ambiguity in Humor Meme Published in 9 Gag Website.*  
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Lexical ambiguity is one clear evidence of the use of language that has more than one meaning. One of the goals of someone using ambiguous language in their writing is to attract attention and create humor in everyone who reads it. According to Shade (1996), jokes are one of the most popular forms of verbal language. Jokes can also be interpreted as anything that causes laughter. There are two concepts and ideas about humor taken from Shade's (1996) theory, namely incongruity and superiority. What the author means is not what the readers expect, which is the issue that researchers have studied in a language study. Based on the research background, this study focuses on analyzing words or phrases that contain lexical ambiguity which can create humor.

This research was conducted using a qualitative descriptive research method. The utterances on humor memes published on 9 Gag websites was the source of the data in this research. The data of this research contain lexical ambiguity which has more than one meaning. The data were collected by reading and understanding words or phrases in the humorous memes. The researcher identified the types of lexical ambiguity based on the theory of Murphy (2010). In addition, Shade's (1996) theory of humor was used to analyze words that contain lexical ambiguity that can create humor.

The results of this research indicated that the type of “incongruity humor” is mostly often found in the authors'expressions because they deliberately go against the readers' expectations which are not in accordance with what the readers want. In addition, “the superiority of humor” is also found in this research study.

## ABSTRAK

**Ulfa, Ninin Faria (2020)** *Ambiguitas Leksikal pada Humor Meme yang Diterbitkan di 9 Gag Website*. Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Rina Sari, M.Pd.

Kata Kunci: Ambiguitas leksikal, meme, 9 Gag website.

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Ambiguitas leksikal adalah salah satu bukti nyata dari penggunaan bahasa yang memiliki makna lebih dari satu. Salah satu tujuan seseorang menggunakan bahasa ambigu pada tulisan mereka adalah untuk menarik perhatian dan menciptakan humor pada setiap yang membacanya. Menurut Shade (1996), lelucon merupakan salah satu bentuk bahasa verbal yang paling populer. Lelucon juga bisa diartikan sebagai apapun yang menimbulkan tawa. Ada dua konsep dan gagasan tentang humor yang diambil dari teori Shade (1996) yaitu ketidaksesuaian dan superioritas. Apa yang dimaksud penulis bukan apa yang menjadi harapan pembaca yang mana isu ini adalah salah satu yang dipelajari oleh peneliti dalam sebuah kajian bahasa. Berdasarkan latar belakang penelitian tersebut, fokus penelitian ini adalah menganalisa kata atau frasa yang mengandung ambiguitas leksikal yang mana dapat menciptakan humor.

Penelitian ini dilakukan dengan menggunakan metode penelitian deskriptif kualitatif. Ungkapan-ungkapan pada humor meme yang diterbitkan di 9 Gag website menjadi sumber data dalam penelitian ini. Data dari penelitian ini mengandung ambiguitas leksikal yang memiliki makna lebih dari satu. Data dikumpulkan dengan membaca dan memahami kata atau frasa dalam humor meme tersebut. Peneliti mengidentifikasi tipe-tipe ambiguitas leksikal berdasarkan teori milik Murphy (2010). Selain itu penelitian ini menggunakan teori humor milik Shade (1996) yang digunakan untuk menganalisa kata yang mengandung ambiguitas leksikal yang dapat menciptakan humor.

Hasil kajian penelitian ini menunjukkan bahwa jenis “incongruity humor” paling sering ditemukan pada ungkapan para penulis karena mereka dengan sengaja melawan harapan pembaca yang mana tidak sesuai dengan apa yang diinginkan pembaca. Selain itu, jenis “superiority humor” juga ditemukan dalam kajian penelitian ini.

## مستخلص البحث

الفة، ننين فربا. (2020) الغموض المعجمي في المذكرات الفكاهية المنشورة على موقع Gag 9. مقال. برنامجراسة الأدبالإنجليزي، كلية العلوم الإنسانية، مولانامالكبيراهيما لدولة الإسلامية جامعة مالانج. المستشار ريناساري، الماجستير

الكلمات الرئيسية: الغموض المعجمي، Meme، 9 مواقع gag.

الغموض المعجمي هو دليل واضح على استخدام لغة أكثر من معنى.

أحد أهداف شخصي استخدم لغة غامضة في كتاباتهم جذابا لانتباهه خلق الفكاهة في كلمتيقراها. وقالريك (1996)

، تعد النكات واحدة من أكثر أشكال اللغة اللفظية شيوعاً. يمكن أيضاً تفسير النكات على أنها أيشي عيسبب الضحك.

هناك عانم المفاهيم الأفكار حول الفكاهة مأخوذة من نظريتيك (1996)، وهما التنافر والتفوق.

ما يعينها المؤلف ليس ما يتوقعها القراء، وهيا القضية التي درسه الباحثون فيدراسة اللغة.

بناءً على خلفية هذا البحث، تركز هذا الدراسة على تحليل الكلمات والعبارات التي تحتوي على غموض معجمي يمكن أن يخلق وحالدا عا  
بة.

تم إجراء هذا البحث باستخدام أسلوب البحث الوصفي النوعي.

ستكون أقاليم الفكاهية المنشورة على 9 مواقع أكثر ونية كمصدر للبيانات في هذا الدراسة.

تحتوي بيانات هذا الدراسة على غموض معجمي أكثر من معنى.

يتم جمع البيانات من خلال قراءة وفهم الكلمات والعبارات في الميمات العادية.

حدد الباحثون أقاليم الغموض المعجمي بناءً على نظرية مورفي (2010). بالإضافة إلى ذلك، تُستخدم نظريتيك

(1996) في الفكاهة لتحليل الكلمات التي تحتوي على غموض معجمي يمكن أن يخلق الفكاهة.

تشير نتائج هذا الدراسة البحثية إلى أن عفاكة التناقض يوجد غالباً في تعبيرات الكتابات التي تعارض عفاكها متوقعا

تأثير التباين في المعايير بها القراء. بالإضافة إلى ذلك، تم العثور على تقو الفكاهة أيضاً في هذا الدراسة البحثية.

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# **CHAPTER I**

## **INTRODUCTION**

This chapter presents the introduction of the research. It includes background of the study which discusses the rationales of choosing the topic, research questions, objectives of the study, scope and limitation, significances of the study, definition of key terms, and research methodology that consists of research design, data source, research instrument, data collection, and data analysis.

### **1.1. Background of the Study**

Humor is a word or phrase or even a sentence that contains a joke that causes laughter and also humor often produces their funny power through the ambiguity that appears in English (Seewoester, 2009). Humor inquires something in which some peculiarities involve a situation when there is a mismatch between what one person says with what others mean (Simpson, 2004). Humor is divided into two namely non-verbal and verbal. humor. Non-verbal humor is related to actions, such as gestures. Whereas verbal humor is related to language. According to Aziz (2009), verbal humor is something that causes jokes or laughter because it is caused by lexical ambiguity that produces one or more meanings that make the readers laugh. Researchers prefer verbal humor that is closely related to phrases or sentences. Verbal is very related to language. Fun humor usually uses word games. Therefore, people use social media as a tool for communication as well as for self-entertainment.

The context of humor usually appears on social media which is a message that the author wants to convey. One of them is to appear on a YouTube which provides a variety of content and can be watched repeatedly, such as humor, satire, or negativity. Some people even depend on him to label him as a YouTuber. Besides, the context of humor also appears on TV shows, such as produces humor that makes people laugh and becomes a joke. On the other hand, there is also on Instagram where this application also provides photos and videos. Its supportive performance makes users more interested. This Instagram account presents celebrities who have interesting ways to produce funny photo and video content that gives ambiguous meanings and produces humor. The social media that present a humorous context is meme.

A meme is the spread of culture including songs, ideas or ideas, fashion styles and others that are shown in the form of imitation (Richard, 1976). Meme is one of the social media that is being viral among the public. The meme has become a new way of delivering messages by combining verbal communication and visual communication where the researchers can add text to the picture. This can produce new meanings that have more than one meaning. In this research, the object taken was humor on memes published in 9 Gag website. The 9 Gag website is one of the uses of online media.

Online media is any type or format of media that can only be accessed through an internet connection that contains text, photos, video, and sound or audio. Online media or new media is a communication medium that uses internet



devices (Suryawati, 2011). Online media has several advantages that make it able to compete with other media, even though online media is a new media. In the perspective of media studies or mass communication, online media is the object of study of "new media", which is a term that refers to requests for access to content in the form of content or information (Romli, 2012). Online media is the third generation after print and electronic media. Online media is a simplification of conventional forms of media which refers to the development of digital technology.

Digital media is a content format that can be accessed by digital devices. Digital media can be in the form of websites, social media, images, digital video and audio. Digital media is media whose content is in the form of a combination of data, text, sound, and various types of images that are stored in digital format and disseminated through networks based on optical broadband cables, satellites and microwave systems (flew, 2008). Digital media is synonymous with the internet because digital media is usually shared, disseminated or published via the internet network. one of these digital media is a website where this website includes several features of the name of the web user. There are various kinds of websites which include blog websites, e-commerce websites, business websites, entertainment websites and others. various entertainment websites, for example, Netflix, 1cak, 9gag, YouTube and so on. researchers use the 9 gag website where this website aims as entertainment. to meet entertainment needs, this website usually provides pictures. images, and a variety of other content that can entertain. The purpose of using the 9 gag entertainment website is to entertain readers

because in the 9 gag entertainment website be one of the places that provides memes and jokes every now and then. Most jokes produce humor that uses ambiguity.

Ambiguity is a trait that has more than one meaning. Ambiguity has several types, one of them is lexical ambiguity which observes language at the word level. Ambiguity can occur when words appear in the same oral or written form (Gomez, 1996). There are two forms of lexical ambiguity, namely homonymy and polysemy. Homonymy is described as different words having the same writing with the same form (Lyons, 2005). While polysemy is a word that has several interrelated meanings (Hurford, 2007). These two forms of ambiguity give a very interesting phenomenon in lexical ambiguity.

Lexical ambiguity is an interpretation that has one or more meanings in a word or sentence. An ambiguity has more than one meaning (Fromkin, 2003). This research focuses on the lexical ambiguity that occurs in the humor meme in 9 Gag website that has more than one meaning. This lexical ambiguity shows that there are multiple interpretations, from several different interpretations which can have confusing meaning and provide different understandings which can cause humor in a clear context.

The interesting part of this research is about lexical ambiguity in humor memes published on 9 Gag website. An ambiguous sentence in humor meme does not only have one meaning, but more than two meanings which have different meanings. This ambiguous sentence will produce a sentence that can be interpreted differently. One person and another person have different perspectives.

Ambiguous is used to make jokes that can provide some knowledge about how to play words. The researcher translates from the results of the meaning that is understood. Therefore, from this ambiguous sentence, it has more than one meaning which gives many interpretations that give funny meanings that are not like the meanings in their normal context.

There are several studies which investigated the topic of ambiguity in humor. The first study was conducted by Kristoforus (2019), who studied about the lexical ambiguity in Humor in Mind Your Language TV Series of Season 1. This study deals with semantics field and uses the semantics theory of Shade. The objective of this study is to analyze how the words produce humor. Researcher used a qualitative method and focused on investigating the lexical ambiguity in creating humor. The finding of the study found 13 conversations which have word e.g. right, departed, brown, underground, bitch, inspector, register, sir, present, exercises, and phrase e.g. a word, hot water that contains the lexical ambiguity.

The second study was conducted by Norma (2018). This study aims to find some linguistic aspects that come from ambiguity based-jokes that related the lexical ambiguity. On the other hand, this study explains the types of ambiguity that create jokes. The object of this study about Jokes on the Instagram "Dagelan". To collect the data the researcher used the qualitative method. The results of the study are jokes formed from conversations, sentences and also some jokes that appear from smaller languages. There are 10 ambiguous jokes found in "Dagelan" on an Instagram account. Jokes include 38% lexical ambiguity, 19% phonological ambiguity, 13% pragmatic ambiguity, 8% textual cohesion, 5% syntactic

ambiguity, 2% orthographic jokes, 1% modality and reference jokes, 2% double joke ambiguity and 11% lexicalization.

The third study was conducted by Intan (2017) who studied about the lexical and syntactic ambiguity in humor. The purpose of this study is to be able to determine whether the sentence can be interpreted differently and has more than one meaning. In collecting the data, the researcher used the qualitative research. This study used a document base that is used through oral and written in ambiguous words. The result of the study produces 25 data that 12 words were lexically ambiguous e.g. straw, by, appeal, by, death, shoot, bill, state, stepladder, match, fine, head, while the other 13 words, phrase and sentences were syntactically ambiguous e.g. help, a man eating sharks, grow ugly, car talk, paid, mistakenly, include, tyres, 7 foot doctors, it, French pastry chef, in my pajama, ready, can be analyzed interpretively in ambiguous sentence meanings and can be interpreted in a double way. Some data were taken from headlines, puzzles, and anecdotes. This study used the theory of Seewoester (2009).

The fourth study was conducted by Ines (2017), who investigated the ambiguity in written verbal humor. This study aims to identify the types of linguistic ambiguity and calculate the frequency of each type of humor and finally analyze the reasons behind the different frequencies. The method used is a descriptive qualitative method. The results of this study indicate that the most frequent type that occur is twisting lexical ambiguity in written verbal humor. It intends to identify the types of puns used to calculate the frequency of each type

and analyze the possible reasons that lead to different numbers at those frequencies.

The last study was conducted by Gusti (2017). This study studies about the advertisement that contains slogans as part of the language so that the advertisement appears to attract the attention of the reader. The object of this research is to identify the most appropriate meaning of ambiguous expressions in English advertising slogans for Unilever products and to find lexical factors that can create lexical ambiguity. There are ambiguous forms found in advertisements, such as polysemy e.g. dove, war, declare, royal, beautiful and homonymy e.g. down, hide, sign, the best. This means that lexical ambiguity can occur in the slogans of Unilever famous brand products. It is undeniable that ambiguity is increasingly making Unilever's products popular and anyone who sees the advertisements will be particularly attracted to these products.

As a result, there are some similarities and differences between some of the previous studies above and the current study. The similarity is the research design used, which is a qualitative method and the theory is Shade theory. Meanwhile, the difference is that this research will reveal the lexical ambiguity that occurs in the 9 Gag website meme. Comparing with the previous studies, they use various objects, such as film, newspaper, and Instagram. Meanwhile, the present research studies about humor memes published in 9 Gag website which are the object of research, specially on the topic of semantics that is lexical ambiguity in humor. The researcher intends to identify words that contain lexical ambiguity in Meme 9 Gag website and describes how the words that contain

lexical ambiguity can produce humor. Meme 9 Gag website is chosen since it is very viral among the people and many readers are interested in the displays of meme 9 Gag website which mostly cause humor. It becomes an opportunity for the researcher to study this object. Therefore, the researcher tries to look for a new things from the object by analyzing lexical ambiguity on humor meme published in 9 Gag website.

This research uses the theory of humor by Shade (1996). According to Shade's theory, there are types of ambiguity consisting of lexical, structure, phonological and metalinguistic ambiguities which contain jokes. In order to identify lexical ambiguity in humor meme published in 9 Gag website, the researcher uses jokes that contain lexical ambiguity based on the meaning of many words to prove humor. This theory explains that humor is created when someone expects something according to his wishes but is suddenly presented with another. Thus this theory is the result of an unexpected relationship.

## **1.2 Research Questions**

Based on the background above, this research is proposed to answer these following research questions :

- 1) What are the types of lexical ambiguity in humor meme published in 9 Gag website?
- 2) How do the words containing lexical ambiguity create humor in meme 9 Gag website?

### **1.3 Objectives of the Study**

Related to the questions above, the objectives of this research are formulated as follows:

- 1) To identify the types of lexical ambiguity on humor Meme published in 9 Gagwebsite.
- 2) To describe how the words containing lexical ambiguity can create Humor in meme 9 Gag website.

### **1.4 Significances of the Study**

This research is expected to give practical contributions. This study is expected to verify the theory of semantics by explaining if the framework of Shade Shade is a sufficient tool in analyzing lexical ambiguity in humor. Practically, the researcher expects that this research can give new insights to the readers, especially to the students of Department of English Literature and next researchers. To the students of Department of English Literature, it is expected that this research can be a literature in studying language that includes lexical ambiguity and humor in linguistics, especially about semantics that investigates lexical ambiguity in humor memes published in 9 Gag website. They can also study about how ambiguous lexical can produce humor. This research can also be used as a reference for the next researchers in doing a research on the same topic about lexical ambiguity in humor.

### **1.5 Scope and Limitation**

This research is taken under the field of Semantics centered on examining lexical ambiguity in humor memes which was published in 9 Gag website in 2019. Therefore, the main topic of this research is in the field of Semantic. In this case, the focus of this research is to identify the types of lexical ambiguity on humor meme on 9 Gag website. The researcher uses memes on these 9 Gag website because the words or phrases in memes are very interesting. The researcher also describes how the word can create humor on memes on 9 Gag website. This research uses theory by Shade (1996). The theory is used because it is appropriate to answer the questions in this research.

The limitations of the research is that the research only studies on the lexical ambiguity. Because of the limited time, the researcher only examined lexical ambiguity that produces humor on memes published in 9 Gag website in 2019.

### **1.6 Definition of the Key Terms**

To get a comprehensive understanding, the researcher displays several key terms used in this research.

1. Ambiguity is the use of language that refers to words or expressions that have more than one meaning. In this research, the occurrence of ambiguity is due to the nature of having more than one meaning. Thus, ambiguity including those having characteristics has more than one interpretation. This research studies



about ambiguity that has more than one meaning. One of the goals of the researcher using words that contain ambiguity is to create jokes.

2. Lexical ambiguity is a word or phrase that has many meanings. This research analyzes 20 data of lexical ambiguity that create humor situation.
3. 9 Gag website is an online comedy site that displays a variety of visual media both images and videos. This 9 Gag was made in 2008 by Ray Chan. This 9 Gagwebsite features a variety of very popular memes.
4. Meme is ideas, behaviors, or styles that spread from one person to another in a culture. It describes facial expressions that indicate that there are other meanings from the words. The meme studied in this research is taken from humor meme published in the 9 Gag website.

## **1.7 Research Method**

This part presents the research method used in this research, namely research design, research instruments, data and data sources, data collection and data analysis.

### **1.7.1 Research Design**

This research used a descriptive qualitative method because the researcher wanted to know the linguistic phenomena that occur in humor meme published in 9 Gag website. Qualitative research involves collecting textual data and examining it using interpretive analysis (Crocker, 2009). This research used

descriptive qualitative method because the data are in the form of words and phrases and it was used to describe the findings.

### **1.7.2 Research Instrument**

Research instrument is an equipment used by the researcher to obtain the data (Crocker, 2009). This is so that the research process done easily, systematically, and completely. The researcher plays role as the main instrument of the research because the researcher herself who collected and analyzed the data of lexical ambiguity in humor meme published in 9 Gag website.

### **1.7.3 Data and Data Source**

The source data of this research is taken from Humor meme in 9 Gag web site in February to December which was published in 2019. This research chose the most recent data in 2019 with the aim of making readers interested and the researcher easier to retrieve data where the data contained ambiguous words. The 9 Gag website meme presented a variety of memes that are very popular, especially in humor meme. This meme 9 Gag website in 2019 not only presents the types of lexical ambiguity but also how words containing lexical ambiguity can create humor on meme 9 Gag website. The choice of words ordiction found in this meme becomes a fundamental reason for the researcher to analyze more deeply how words containing lexical ambiguity can produce humor. The data are words or phrases that contain ambiguous meanings. Therefore, the researcher took data in humor meme published on 9 Gag website.

The total data taken from words, or phrases are 20 data of ambiguity that make jokes in humor meme published in 9 Gag website. Although there is a picture or video in the writing, it only becomes a context or explanation that causes ambiguity in meaning and also results in jokes or laughter.

#### **1.7.4 Data Collection**

The researcher did several steps to collect the data. Firstly, the researcher read and understood words, phrases or sentences in the humor meme published in 9 Gag website. Secondly, the researcher identified the types of lexical ambiguity consisting of ambiguous words and phrases in humor meme published on 9 Gagwebsite. Finally, the researcher described the words and phrases containing lexical ambiguity involved in each of the jokes on humor based on the theory of Shade (1996).

#### **1.7.5 Data Analysis**

After collecting the data from humor meme published in 9 Gag website, the researcher analyzed the data. The researcher classified the data into each types of lexical ambiguity on humor Meme published in 9 Gag website. The researcher used semantic theory by Murphy ( 2010) because this theory be able to identify the types of lexical ambiguity in humor meme published in 9 Gag website. After that, the researcher analyzed the types of meanings of ambiguity words based on polysemy or homonymy. After finding the double meaning of the words, the researcher used the theory of humor by Shade (1996) to describe how the words

containing lexical ambiguity create humor in meme 9 Gag website. Finally, the researcher drew conclusion.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In this chapter, the researcher presents a review of the literature related to the theory used and related studies. It includes semantics theory which is reviewed initially then followed by meaning, ambiguity, lexical ambiguity and then the humor theory is described at the end. A detailed explanation is presented as follows.

#### **2.1 Semantics**

Semantics is closely related to the meaning of words or can be called lexical meanings. Researchers use the theory of meaning as part of the semantics. Semantics is learning about the linguistics of words, phrases or sentences (Fromkin, 2011). This semantics is a proof that language can organize and convey meaning easily. According to Kreidler (1998), semantics is one branch of linguistics that studies how language can organize and convey meaning. This semantics is an effort that is used to understand the nature of knowledge of meaning in the language owned by them. Meanwhile, according to Griffiths (2006), semantics is the study of meaning represented through vocabulary in language and the pattern is used to create meaning that is more difficult to the level of the meaning sentence. It aims to understand and illustrate the meaning of knowledge in their language that most people have from knowing the language. In general, semantics is considered as the study of meaning in

language, whereas in the field of logic, semantics is considered as a linguistic reference study of truth in the language (Akmaijan, 2001). However, both are still related to each other according to certain situations. In this case, semantics is very closely related to lexical meaning, the meaning of the relationship between words such as phrases and sentences. In other words, meaning can be found through the meaning of the speaker or the meaning shown in the dictionary.

Semantics is generally considered to be the study of meaning in language. Semantics is the study of the meaning of words, phrases, and sentences (Yule, 1996). Semantics is generally considered to be the study of meaning in language. Semantics is the study of the meaning of words, phrases, and sentences (Yule, 1996). All of the definitions create the meaning of knowledge in language. In an analysis, especially about semantics, there is always a point focused on the conventional meaning of words. Kempson (1989) said that language depends on words, phrases, and sentences to produce meaning. Language is inseparable from words, phrases and sentences because languages need all three types because they produce a meaning. Besides, he argues that for all languages, a semantic theory must be able to determine for each word, phrase, and sentence associated with that language. On the other hand, the semantic theory not only captures the exact nature of the relationship between the meaning of words, phrases, and sentences, but it must be able to convey how this relationship depends on the order of words and ambiguous phrases or sentences. He also said that semantic theory must fulfill three conditions, namely: (a) it must be able to understand any language and explain the nature of the relationship between words, phrases, or sentences; (b) it

must be able to predict ambiguity and linguistic forms in words, phrases or sentences; and(c) it must explain relationships arranged in words, phrases or sentences in the language.

Knowledge of the details and shifts in the meaning of words has a relation to semantics. Sobur (2009) said that semantics as a linguistic study which examines the meaning of language units, both lexical meaning, and grammar. He simplifies that semantics not only determines the most important part of the structure of the discourse, but also refers to certain parts of an event. However, most are more inclined to the lexical meaning that often occurs in a situation. One of them is the background which is part of the events that affect the semantics (meaning) to be expressed. Eriyanto (2012) explains that the background can make a justification for some of the ideas shown in a text. It can be concluded that the background of the text are useful parts that can dismantle the intent to be conveyed by the author. Sometimes, the main purpose to be expressed by the author is not conveyed properly in the text. However, by looking at the text displayed, the researcher can analyze what the writer wants to convey. Therefore, the background becomes one of the most important parts of the event that can be used as a basic for the purpose of the text.

## **2.2 Meaning**

Meaning is one of the most important parts in understanding the intent to be expressed by the speaker. Meaning is the message the speaker wants to convey through words, phrases, sentences or symbols in a context. In semantics, it is

called lexical meaning (Nordquist, 2018). He added two kinds of meanings, namely semantic meaning and also pragmatic meaning. Both have their respective placements according to certain conditions. Semantic meaning is that there are sentences that describe the complete content. Meanwhile, the meaning of pragmatics is only derived from the context of certain sentences. For example, in the phrase "crack the window". According to semantics, the intention is to ask someone to break the window. Whereas, pragmatics must understand the context when wanting to understand speech. If spoken in a room with warm temperatures, then "crack the window" means opening the window instead of breaking the window.

In a conversation, the meaning is concluded in two ways, namely linguistic meaning and the meaning of the speaker. The linguistic meaning is the meaning that is brought about through expression in language. The meaning of the speaker depends on the speaker whether he is speaking nonliterally or literally. If the speaker speaks nonliterally then some things are different from the meaning of these words. Examples of nonliteral meanings are metaphors and idioms. Whereas, if the speaker speaks literally there will certainly be no difference between the linguistic meanings. Both can identify meaning based on the meaning of a word or sentence.

The lexical ambiguity of humor on Meme 9 Gag can also be identified using a dictionary. The dictionary can be used to find meanings in sentences that contain literal or non-literal meanings on a meme, especially on a 9 Gag meme. The 9th edition of the Oxford Dictionary has a variety of explanations about the



meaning of words or phrases which include literal meanings or nonliteral meanings. It has a purpose to find the meaning of lexical ambiguity which may have more than one meaning.

Meanings are ideas that want to be conveyed by words, phrases, or sentences that are formed in the consciousness of the listener or reader (Gaynor and Pei, 1954). It can be said that meaning is an idea obtained by the reader or listener through words, phrases, or sentences. They also said that there was a very significant difference in meaning between verbs and nouns. Lyons (1995) said that there are differences in meaning between the verbs "to mean" and the noun "meaning". Although they are different but both have multiple meanings that are interconnected. The difference in meaning between verbs and nouns makes it easy for researchers to use the word in accordance with the conditions desired by researchers. In addition, he identified that meanings are ideas or concepts and concepts that can be channeled from the mind of the writer or speaker to the mind of the reader or listener that seem to occur in one language or maybe in another language form. There is a dictionary word that occurs in semantics called lexeme which lexeme has something to do with the word "lexical". Following what was said by Lyons (1995) that "a lexeme is a lexical unit" or lexical unit in which lexical meaning is a meaning based on the dictionary. This lexical unit provides various meanings of one word which are explained based on a dictionary.

### **2.3 Ambiguity**

Ambiguity is the use of language that refers to words or expressions that have more than one meaning . Ambiguity is a sentence that contains doubts,

ambiguity and the like which can result in multiple meanings which are determined into two types, namely homonymy and polysemy of Murphy (2010). According to Kempson (1989), ambiguity is a doubt between what is meant by the writer or speaker and the interpretation of people who want to interpret it. Sometimes what they interpret is different from what the writer or speaker intended. Therefore, ambiguity can be concluded that the existence of words, phrases or sentences has more than one meaning. Besides, a word, phrase, or sentence is said to be ambiguous if it simultaneously occurs true or false or even under the same circumstances (Kempson, 1989). Therefore, ambiguity can be right or wrong by the context or circumstances at the time.

There are many notions of ambiguity defined by experts. Generally, ambiguity is used as a property that is taken over by signs that usually contain a lot of legitimate ambiguity (Sannet, 2016). For example, in the sentence "Nattan's brother will go on vacation". The sentence becomes ambiguous when Nattan has more than one brother. This results in an ambiguity due to many different interpretations. According to Portner (2006), ambiguity is words, phrases, and ambiguous sentences that have multiple meanings or more than one meaning. From this ambiguity results in different meanings from one another. He also defines that ambiguity is a word whose meaning is uncertain as to its truth because this ambiguity has several interpretations. From this different interpretation arises confusion between the writer and the reader or speaker or listener about what they mean. There are several words that produce ambiguous meanings when combined into sentences. For example, the word "good". Some

people think that the word "good" is not a word that has an ambiguous meaning. However, if the words are combined into a sentence, "my cousin has good hair", the sentence will be ambiguous with the word "good" because this word has two meanings. The first meaning is the word "good" refers to healthy hair. Thus the complete meaning of the sentence is that the women have healthy hair. In the second meaning that the word "good" refers to beautiful hair. The complete sentence has the meaning of being "that woman has beautiful hair".

An ambiguity does not only occur in communication but in the media, such as in newspapers, memes and others. The newspaper is the latest news about something that is happening all over the world. To attract enthusiasts in reading, journalists use ambiguity in presenting a story. This causes different interpretations between readers and journalists because readers sometimes do not understand what is meant by the author. A meme is one of the social media that is being viral among the public. The meme has become a new way of delivering messages by combining verbal communication and visual communication where the researchers can add text to the picture. This can produce new meanings that have more than one meaning, such as a humor meme published on 9 Gag website. It becomes a place to show memes and jokes all the time. Most jokes produce humor that uses ambiguity. Therefore, the ability to improve understanding ambiguity is very important

#### **2.4 Lexical Ambiguity**

Lexical ambiguity is one type of ambiguity that is related to the meaning of words. Norquist (2018) explains that there is more than one meaning in one

word. The occurrence of lexical ambiguity is caused by one word which has more than one meaning. Usually, this ambiguity appears in written form. His results in different meanings based on dictionaries which mostly appear in newspapers, Instagram, and also other social media in the form of writing. There are two lexical factors that can refer to ambiguity, namely homonym and polysemy.

According to Murphy (2010), homonymy is words that have the same pronunciation and spelling but the same meaning although they do not relate to each other. This homonymy is one proof of ambiguity meanings. Meanwhile, polysemy is a word that has two or more different meanings that are still connected to each other. These two ambiguous lexical types are still related to lexical meanings which give rise to ambiguous meanings. However, some speeches do not only produce homonyms but polysemy occur more or less in a speech which results in lexical ambiguity. Besides that, the same as the explanation from Huford (2007), he conveys that the existence of lexical ambiguity depends on polysemy and homonym. According to Lyons (2005), homonymy is used as different words but having the same form. However, the result of different meanings gives rise to confusion in understanding meaning. For example, in the word "bank". The word "bank" can be interpreted as a riverbank, it can also be interpreted as a financial institution. He also explains more easily the differences between homonymy and polysemy. He simplifies the difficulty by providing two criteria in identifying homonymy and polysemy. Although different words have the same form but produce different meanings from one another and cause ambiguity in meaning especially lexical meaning.

The two criteria are etymological criteria and relevance criteria. Firstly, the etymological criteria provide support to the intuition of non native speakers, most of which are native speakers who are lack of knowledge of certain lexeme. Secondly, the relevant criteria give meaning which is interrelated with the word. For example, most of the native speakers of English make a classification of the word "bat" which means "mammal that has fur and has membranes on its wings" and is also interpreted as "the application to hit the ball in a game. From these two sentences, the meaning is very different which means "mammal" "bat" which originates from the "Bakke" region of the English countryside. Whereas "a tool to hit the ball" bat "comes from English where the word" batt "can also mean" club "or group.

There are two types of lexical ambiguity, namely homonymy, and polysemy. According to Murphy (2010), homonymy is unrelated words that have the same written or oral form. This homonymy produces different meanings which give rise to ambiguity of meaning. Meanwhile, polysemy is a word that has more than one meaning that is interconnected. . This ambiguity of meaning will be the goal of the researcher to determine which meaning is in accordance with the meaning of homonymy or polysemy. Researchers use this theory because this theory is designed to explain ambiguous lexical types in which every word or phrase in a language sometimes has more than one meaning. Therefore, readers often make mistakes in interpreting its meaning. Such ambiguity means that the meaning of the full text may differ depending on the context of the sentence. Lexical ambiguity is often intentionally used to create puns and other types of

puns. At the lexical level, ambiguity can be seen from two sides, namely homonymy and polysemy. A more detailed explanation is as follows:

### **2.4.1 Homonymy**

Jackson (2000) argues that homonymy refers to circumstances where there are two or more lexemes having the same form. Similar forms of sound or writing are produced by forms of words in homonymy. However, some assume that the homonym of a lexeme is separate and has an unrelated meaning.

Homonymy is two different lexemes that have the same oral and written forms. Bloomfield (1961) explains that homonymy refers to differences in linguistic form but has the same phonetic form. This homonym can be said to have the same written form but different meanings which cause ambiguity to the meaning. For example, too, two, and to which are homonymy because of the same pronunciation, but different spelling (Murphy, 2010). These three words will cause ambiguity when people who hear the pronunciation of the three words will feel confused with the similarity in pronunciation. In another example, the word "pole". The word "pole" is a homonym that has two different meanings even though the word has the same pronunciation and spelling. The word "pole" refers to the state of Poland and can be interpreted as a bamboo pole. Therefore, homonymy can create ambiguity in written texts or conversations. Specifically, there are two types of categories of homonymy, namely homograph is related to the written form of the word, while homophone is related to the spoken word form.

### a) Homograph

Homographs are two or more lexemes that have the same written form but differ in their pronunciation (Murphy, 2010). Only the wording is related but the meaning is different. For example in the word "lead".

1. (li: d): the meaning is to lead or show direction.
2. (led): the meaning is heavy and soft gray metal.

The word "lead" is a form of example homograph that has the same spelling but different pronunciations and different meanings. In the word "lead" when pronounced (li: d) means to lead or the person who is the head. Meanwhile, if pronounced (led) means it has a heavy gray metal meaning. Then it can be concluded that there are words that are similar to the writing but have different pronunciations and meanings. Meanwhile, Kreidler (1998) explains that homographs are two words that have the same spelling but different pronunciations. This homograph is one of the homonymy parts that is actually related to one another that affects the meaning of the word.

### b) Homophone

A homophone is an event where more than one word is spelled differently but the pronunciation is the same (Murphy, 2010). He also said that homophone is the opposite of homograph which only refers to the same pronunciation but different forms of writing. For example in the word "pearl".

1. The word "pearl" is defined as a small ball that is white and sparkling that is in the oyster shell.

2. The word "purl" is interpreted as a stitch that is usually used in knitting activities.

The above word is one example of a homophone word. The word "pearl" and the word "purl" produce the same pronunciation but different spellings and different meanings. The word "pearl" means a small ball that is white and sparkling. Whereas, the word "purl" means as a stitching tool used in knitting activities. Therefore, these words have a similarity which makes it difficult to interpret words that were previously applied in speech.

Homophone is one of the words more than one which is characterized by sound, but the spelling and meaning are different (Athur, 1992). For example in the words "bear" and "bare". Both of these words include homophone because they have the same pronunciation. The word "bear" is interpreted as the name of an animal that can also be interpreted as something that is not expected or a burden. Whereas, the word "bare" means people who don't wear clothes or are naked.

From these two words which include homophone, it can be concluded that ambiguity can occur due to the presence of homophone in which the spelling of the word is different but the pronunciation is the same which causes people to get confused when interpreting it.

#### **2.4.2 Polysemy**

Polysemy is a situation where there are two or more words that have different meanings but are still related in meaning (Muphy, 2010). He also has another definition of polysemy, which is a similar word but differs in meaning



based on the context of the word or sentence. It can be that the meaning in one word with another word has a different meaning depending on the context. This has become one of the causes of complexity in determining the exact meaning of a sentence context. He gives examples of sentences containing polysemy.

The word "coat" has many meanings as follows:

- a. Outerwear used during the rainy season
- b. Animal fur cover
- c. Painted wall coverings

(Murphy, 2010)

The word "coat" produces three meanings, but the three meanings are interrelated. The three meanings have the same ideas or concepts, which are the same as the outer layers although they have the same ideas or concepts, the three meanings are used in different contexts. Most people may get confused interpreting meaning that suits a particular context and gives rise to an ambiguity. Actually, there are no limitations in interpreting the word because people who interpret the word are not sure about the right or wrong meant in the word.

Another example of a sentence containing polysemy is the word "board" which has the following meaning:

- a. Flat piece of wood.
- b. Flat surface that has been formed.
- c. A flat piece used to put food.

(Jackson, 2000)

The sentence given by Jackson (2000) is one form of polysemy. The word "board" has three meanings where the three words are related to the meaning which has the same meaning. Jackson and Etienne (2000) explain that polysemy comes from the Greek "poly" which means a lot, and "semeion" which means sign. Meanwhile, Yule (1996) said that there is a relationship of meaning accompanied by identical forms which are oral or written. This meaningful relationship produces meaning that is interrelated to one another. For example, in the word "port" which can be interpreted as a port city or a ship commuting. The examples of these words include polysemy which can cause confusion in interpreting words and produce ambiguity in meaning.

## **2.5 Humor**

Humor is something that is inherent in humans or also called human innate that appears in everyday life. For example when someone jokes where they use two sides of their thinking together to understand ideas or ideas that produce laughter or jokes. Humor is a word, phrase, or sentence that contains joke that causes laughter and also humor often produces their funny power through the ambiguity that appears in English (Seewoester, 2009). Attardo (1994) said that humor includes everything that gives rise to something funny, amused or laughing. Humor is something that happens directly when the incident exists.

Humor occurs through laughter or jokes that cannot be engineered. Harris (1972) states that humor cannot be produced by laughing made-up. Humor only occurs when the incident is truly from the bottom of the heart without making it

up. For example, there is a donkey who laughs to himself when thinking that the world is not round.. One of the causes of laughter is when distorting language when someone speaks. There are two categories of humor, namely verbal and non-verbal. Verbal humor is related to language such as word games, innuendo, puzzles and so on. Nowadays social media is used to access entertainment, such as meme which has become a new way to convey messages by combining verbal communication and visual communication in which the writer adds text or images to support or explain the intent that the author wants to convey. While non-verbal humor is something related to performance, such as appearance, gesture, makeup, and others. Aziz (2009) argues that verbal humor is caused by the existence of one meaning in a distorted sentence which results in the emergence of other meanings that produce humor. Aziz (2009) argues that verbal humor is caused by the existence of one meaning in a distorted sentence that results in the emergence of other meanings that produce humor. Verbal humor is indeed used more often than non-verbal humor.

Jokes are one of the most popular forms of verbal language. Jokes can also be interpreted as anything that causes laughter (Shade, 1996). However, the occurrence of jokes or laughter cannot be made funny because it really is pure laughter from his consciousness. He also provides additional ambiguity sections containing lexical, structural, phonological, and metalinguistic ambiguities that contain jokes. One object to identify ambiguity is memes, especially on humor memes published on 9 Gag. The theory that was sparked by Shade (1996) explains that humor is created when someone expects something in accordance

with his wishes, but a fact presents another thing. This study uses the theory of Shade (1996) because this theory is designed to describe how ambiguous lexical words can create humor in memes published on 9 Gag websites. There are two concepts and ideas about humor taken from Shade's theory (1996), namely incongruity and superiority.

### **2.5.1 Incongruity**

The first concept or idea of humor is an oddity. This concept states that the occurrence of humor is caused when someone expects something by his wishes, but is presented with something else that is not following his expectations (Shade, 1996). Therefore, this is one of the reasons why this concept is called peculiarity because of the emergence of humor from an unexpected connection. For example, someone is told to go to a bank (financial institution) but someone goes to the river bank and creates confusion in understanding the sentence. This example is included in the form of lexical ambiguity which results in anomalous humor. Lyons (2005) said that laughter comes from an awareness in which there is something inconsistent with the mind used in interpreting an event. However, the result of laughter is an awareness that cannot be engineered by anything. Something can be considered funny if it is illogical, irrational or inappropriate. Humor is considered something that involves the intellectuality of a person. In this concept of peculiarity comes something that causes laughter or jokes to appear because someone is faced with a situation that is completely

unexpected and not following what is expected. Expectations are confused with very different realities.

### **2.5.2 Superiority**

The second concept is called the concept of superiority. Shade (1996) said that superiority refers to a statement from Mark Twain which states that everything is funny as long as it happens to someone else. The explanation is one example of the concept of superiority. He also adds to this concept of superiority in which the emergence of humor is caused when someone is humiliated, insulted, underestimated as a result of someone making a mistake. Burt and Halseger (2002) explain that something that creates a joke tends to be found when someone sees the weaknesses of others and feels better than that person, for example, jokes that are made are related to criticism or ridicule towards others. It is associated with the behavior of someone who is not as usual. because an insult arises by itself.

There are some philosophers, such as Aristotle, Plato, Cicero, Bacon, and Descartes who have the perception that the appearance of a joke or something that causes laughter is caused by an imperfection, something defective, or a deficiency that arises because when someone compares himself with other people, such as the example of someone being demeaned by another person using words or behavior that is not pleasant because of his mistake. For example, there is someone who walks using a broomstick flanked between his legs. It felt strange and made other people laugh out loud by seeing someone riding a broomstick like

a magician doing an action. Those who laugh feel superior because other parties do something weird.

## **CHAPTER III**

### **FINDING AND DISCUSSION**

This chapter leads to research finding and discussion about ambiguous lexical humor published on the 9 Gag website. The primary purpose of this chapter is to answer questions based on the research questions written in Chapter I. The researcher identifies types of lexical ambiguity and describes how words that contain lexical can create humor in meme published on the 9 Gag website. Detailed explanations are provided in the following sections.

#### **3.1 Finding**

In this section, the researcher shows the results of the research. The researcher discusses words that contain lexical ambiguity in the humor meme published on the 9 Gag website. There are 20 data found in humor meme published on the 9 Gag website that containing lexical ambiguity. There are many words that contain lexical ambiguity in universal humor meme published on 9 Gag website, but due to the limited time and the large amount of data that the researcher took 20 data to represent the data which similar functions found in 2019. The researcher decided to analyze 20 data that contained lexical ambiguity related to the meaning of a word such as homonymy and polysemy. Homonymy is words that have the same pronunciation and spelling but the same meaning although they do not relate to each other. This homonymy is one proof of ambiguity meanings. Meanwhile, polysemy is a word that has two or more different meanings that are still connected to each other. These two ambiguous lexical types are still related to lexical meanings which give rise to ambiguous meanings. That create humor on meme

published on the 9 Gag website. Detailed explanations of the data found is provided in the following sections.

### 3.1.1 Types of Lexical Ambiguity

According to Murphy (2010), there are two forms of lexical ambiguity consisting of homonymy and polysemy. Homonymy is categorized into two parts, namely homograph and homophone, both of them are summarized into one term, namely homonymy. The following data clearly explains whether words containing lexical ambiguity include homonymy or polysemy.

#### a. Homonymy

The first form of lexical ambiguity is homonymy. The researcher finds words and phrases that indicate lexical ambiguity. Meanwhile, words and phrases that contain lexical ambiguity have more than one meaning which causes humor. Homonymy is the two words that have the same pronunciation and spelling but different meanings. Words and phrases that contain lexical ambiguity are presented as follows:

#### Datum 1

Me: “washing a big knife.”

My brain: “*Stab* yourself”.





The word “stab” has several meanings. The first meaning of the word “stab” is that pushing a sharp weapon to kill someone. Meanwhile, the second meaning is an attempt to scoop or paddle water. The word “stab” is a type of lexical ambiguity which contains a homonymy form in which there are two words with the same spelling and pronunciation but different meanings.

Based on the two meanings, there are two possibilities which have different interpretations. The first interpretation is that when a man washes a big knife, he imagines stabbing himself with a sharp knife. The second interpretation is that when a man washes a big knife, he imagines swinging himself with water. Both of these interpretations can occur because the word "stab" contains lexical ambiguity which has more than one meaning and creates humor for everyone who reads it. This humor is included in the type of superiority.

## Datum 2

Salesman: “Slaps earth, you can fit so many fucking idiots in this *bad boy*.”



In this sentence, the researcher found an ambiguous phrase that is “bad boy”. The phrase “bad boy” contains more than one meaning, which causes lexical ambiguity in meaning. The first meaning of the word "bad" is ugly, while the second meaning is unacceptable behavior. This word contains lexical ambiguity belonging to the type of homonymy that two words have the same pronunciation and spelling, but have different meanings.

There are two possibilities created by different interpretations. The first interpretation is that a salesman tells a man that he can include all of the idiots into an ugly child's home in the sense of his ugly appearance or face whereas the second interpretation is that a salesman explains to a man that he can include all the idiots into the house of bad children or bad behavior. Therefore, what is said by the salesman is included the type of humor that contains lexical ambiguity, namely incongruity which creates incompatibility.

In datum 2, the researcher found humor from the bad boy phrase which contains lexical ambiguity. The readers hope that they can understand the word “bad boy” based on their interpretation. The author can find out the purpose of what the salesman is saying, where the word “bad boy” is directed at the ugly appearance on the face of a man. The reader hopes that the salesman tells a man that he can put as many idiots into the naughty children's homes. Suddenly that hope was shocked by something else because the salesman told the man he could put as many idiots into the house of the ugly-faced children. The fact is that the expectations of the reader are different from the reality which is indicated by the

phrase “bad boy” which has more than one meaning that creates jokes in every situation.

### Datum 3

Ms. Karin: “I’m so tired of having boys always texting me, everyone wants me.”

Ms. Sarah: “Yeah, you know what the say, *low prices* always attract customers.”



The dialog happens when Ms. Karin conveyed that she was annoyed and also proud that many men who wanted her and her son always sent messages to her. Then, Ms. Sarah replied sarcastically, and held the floor saying that low prices always attract customers.

The lexical ambiguity of this humor meme contains the phrase “low prices”. The phrase “low prices” has several meanings. The first meaning is a cheap or low item that can be bought easily. The second meaning is someone who has low self-esteem that can easily be enjoyed by others. According to the form of lexical ambiguity, the phrase “low prices” included in the form of homonymy, which has the same spelling and pronunciation but unrelated meaning.

Based on these two meanings, the researcher can find several interpretations. The first interpretation is that Ms. Sarah intends to say to Ms. Karin that an item owned by Ms. Karin is cheap and everyone can buy it easily. Meanwhile, the second interpretation is Ms. Sarah thought that how despicable Ms. Karin because men can easily approach her. Many men who want her will certainly be able to achieve the desire to be with her even though her son.

The sentence contains lexical ambiguity, which creates humor because it has more than one meaning and can cause confusion in interpreting and can create jokes which belong to the type of humor incongruity because it creates a mismatch with what is conveyed by the author.

In datum 3, humor comes from the phrase “low prices”. The meaning of low prices is usually used for cheap goods. The reader hopes that Ms. Karin is a despicable woman which men easily approach. The facts show something different from the author's point that Ms. Karin has cheap items that can be easily bought by anyone. It can happen because it has more than one meaning of the phrase “low price”. Therefore, humor occurs in phrases that contain lexical ambiguity.

#### **Datum 4**

Father: “What's the magic *word* to get what you want?”

Son: “I'm offended!”



The dialog is about a father who carries a cake in his right hand and his left-hand holds paper and cellphone with a slight bend in his body because his son wants to ask for the cake his father brought, but the child feels upset because his father did not give the cake. If the child wants the cake, he must fulfill one condition ordered by his father.

This datum contains the lexical ambiguity found in the word "word". The word "word" has several meanings. The first meaning is a single unit of language that means something and can be written or spoken. Whereas, the second meaning of the word "word" is something that someone says, statement, speech, or piece of information. The word "word" contains lexical ambiguity, which belongs to a type of homonymy that has the same pronunciation and pronunciation but different meanings.

Based on the two meanings containing lexical ambiguity above, there are two possible interpretations. The first interpretation is that a father wants to give the cake to his child on the condition that the child must give the word to his

father, then the father wants to give the cake. The second interpretation is that when the child wants the cake his father brought and tried to take it, then the father gives a condition to his son to say a statement or sentence that pleases his father so that the cake can be taken from his father's hands. All of these interpretations may occur because the word "word" contains lexical ambiguity. It has more than one meaning, which creates humor in the type of incongruity which does not know what is meant by a father.

An expectation shown in datum 4 are different from the facts. The word is used to make a joke where the word has more than one meaning. The reader hopes that his father asks the child for the conditions by saying a word if he wants to ask for a cake brought by his father. Suddenly reality is different from what the reader hopes in which his father asks his son to seduce him by praising his father through a statement. All of that becomes funny because the word creates hope according to the meaning they understand, but a fact shows something different from what the other person or reader hopes.

#### **Datum 5**

“It's a real *shame* about Gwen. She was falling for you.”



The context of datum 5 is when Thor sat next to a Spiderman who were reading their books. When Thor finds out that Gwen is in love with Spiderman, he is angry and unacceptable.

The word “shame” in the sentence above contains lexical ambiguity. There are several meanings to the word “shame”. Usually, the word “shame” has the meaning of someone who has lost his honor for making a mistake for what he did. Meanwhile, the other meaning is one way to express feelings due to doing something that makes happy. The word “shame” that contains lexical ambiguity can be classified as homonymy, which is the same in pronunciation and spelling but not related to meaning.

Based on those meanings, there are two different interpretations. The first interpretation is that Thor told spiderman that Gwen had made a mistake and lost the honor of falling in love with spiderman because Thor felt that Spiderman did not deserve to be loved by Gwen. Thor felt jealous because Gwen preferred Spiderman more than him. Meanwhile, the second meaning is Thor knows what Gwen has done to Spiderman to express his love by doing something very romantic. Therefore, Thor felt jealous because his love was unrequited by Gwen.

Therefore, Thor is angry at Spiderman because he has won the heart of Gwen. The word “shame” has more than one meaning which contains lexical ambiguity and which causes a joke for everyone who reads it because in this sentence it can be confusing and finally a joke which belongs to the type of humor incongruity.

The joke appears in datum 5 on the word "shame" which contains lexical ambiguity which has more than one meaning. The reader hopes that Gwen has done something very romantic with Spiderman. Meanwhile, the facts show that Gwen made the mistake of falling in love with Spiderman.. This expectation is different from the facts referred to by the author. This joke occurs because of lexical ambiguity which has more than one meaning which creates humor for its readers.

## Datum 6

“When you are tired as *shit*, but you have got to get ready for work.”





The context of datum 6 happened when there was a short-haired little boy with tired and runny eyes who was wearing gloves on his feet, and it looked very big.

Based on the meme above, the word “shit” contains lexical ambiguity. It is ambiguous because there is more than one meaning that causes the word to be ambiguous. There are several meanings of the word “shit”. The word “shit” can be classified as homonymy, which pronunciation and spelling are the same, but the meaning is different.

The first meaning of the word “shit” is dirt, which is usually disposed of in sewage or toilet. The second meaning of the word "shit" is someone with a very ugly face. The author wants to express his fatigue because of the amount of work that has been done.

Based on the word “shit” which contains lexical ambiguity, two interpretations can be found. The first interpretation is that there is a child who is tired and thinks of himself as dirt in a sewage or toilet. Meanwhile, the second interpretation is that a child considers himself to be a very bad person because his body has never been cared for. All interpretations are possible. Therefore, the word “shit” contains lexical ambiguity that has more than one meaning and causes humor for everyone who reads it. This humor is included in the type of incongruity where there is a mismatch in understanding the message intended by the author.

The joke on datum 6 also has more than one meaning that appears in the word “shit”. The word “shit” contains lexical ambiguity or many meanings and

creates humor. The hope of the reader that the word “shit” is a waste that is in the toilet or ordinary people defecating. The reader understands sentences that contain lexical ambiguity that young children consider themselves to be like dirt on the toilet. The fact that the word “shit” refers to someone ugly who has never been cared for his body. In the above words which contain lexical ambiguity, the author wants to express his fatigue because of the amount of work that has been done. Readers' expectations differ from the reality referred to by the author. It creates humor because of lexical ambiguity which has more than one meaning.

### Datum 7

“Isaac Newton edited a *virgin*.”



The context of datum 7 is when a bespectacled man holding a mic stands on the stage and gives a speech in front of a crowd.

The word that contains lexical ambiguity in the meme above is the word “virgin”. The word “virgin” has several meanings. The first meaning is that a woman who are still sexually pure are never touched by a man even though he is married. Meanwhile, another meaning is that of a woman who is still a girl and

has never married a man. The word “virgin” contains lexical ambiguity and is categorized as homonymy form which has the same pronunciation and spelling but the meaning is different.

Based on the meaning above, there are two different interpretations. The first interpretation is that a man giving a speech in front of the crowd wants to tell that Isaac Newton his wife has never had intercourse with him even though Isaac Newton was married himself because only he and his wife knew everything that happened.. Whereas the second interpretation is that a man giving a speech in front of the crowd wants to tell that Isaac Newton had never married anyone, and she was still a girl but had died before Isaac Newton was married. Therefore, a man told the crowd that Isaac Newton died when she was a girl.

On two interpretations of the word "virgin" it creates a joke because the word “virgin” contains lexical ambiguity that has more than one meaning. Humor occurs because of a mismatch in understanding what is meant by the author.

Humor in datum 7 also has more than one meaning from the word “virgin”. It is funny because the word “virgin” has more than one meaning. The reader hopes that the word virgin refers to someone who has never been married to any man at all. Meanwhile, the author intends to convey his message through the word virgin addressed to a woman who is still pure gender never touched by another man even though the woman is married. It makes humor for the readers because the meaning of the word virgin is not just one but many meanings because the word virgin contains lexical ambiguity.

## Datum 8

“Identify as a *white* wall.”



The context of datum 8 is when someone expressed his frustration by writing sentences on the blue walls.

The word that contains lexical ambiguity in the sentence above is the word “white”. The word “white” has several different meanings. The first meaning is related to the color of an item. Meanwhile, the second meaning is representing sincerity accepting all decisions or regulations. The word “white” belongs to a type of homonymy which spelling and pronunciation are the same, but the meaning is not related.

The word “white” above gives rise to two interpretations. The first interpretation is that someone tells us that the wall is white. The second interpretation is that someone expresses his frustration by writing the wall with the word “white wall”, even though they are colored because the price of wall paint is high. Therefore, he wrote using the word “white” to show that he sincerely accepted that the price of the paint was indeed high. The word “white” which contains lexical ambiguity, produces a joke that belongs to the type of humor incongruity.

In datum 8, humor occurs because there is a word "white" which contains lexical ambiguity which has more than one meaning. Reader's expectations differ from the facts referred to by the author. The reader understands the word "white" as a color that is indeed white. This expectation is different from the fact that the word white is someone's sincerity. This expectation is different from the fact that the white word is one's sincerity towards anything which in the context of sentences containing lexical ambiguity is directed at the sincerity of someone who accepts the rules because the price of paint is high. Therefore from this lexical ambiguity creates jokes that can make the reader laugh.

### Datum 9

"Gondor *calls* for aid!"

"My thoughts and prayers are with Gondor. sending positive energy their way. "



There are two men with long hair who are having a conversation. One man spoke in anger. Whereas, the other man spoke calmly and calmly.

The word that contains lexical ambiguity is “call”. The word “call” has several meanings that are more than one. The first meaning is to talk to someone or contact someone by telephone. Whereas, the second meaning is a visit to certain places or social places. The word “call” can be classified as homonymy, where pronunciation and spelling are the same, but the meaning is different.

Based on two meanings that contains lexical ambiguity, the researcher found several interpretations. The first interpretation is that Gondor calls or contacts someone because they need help. The second meaning is that the Gondor visits someone or a social place to provide assistance.

The conversation above raises an ambiguity because the word “call” contains lexical ambiguity, which this ambiguous word creates humor that belongs to the type of incongruity which is a mismatch in understanding the message conveyed by the author.

The lexical joke in datum 9 is found in the word “call” which has many meanings. The word “call” is usually used to call someone. The reader hopes that the word “call” refers to someone who is trying to contact or call someone to get information or help. Suddenly another intended reality is that the writer intends to use the word call to tell the reader that the word call is aimed at someone who is visiting a place or someone. All of these creates to jokes in which the expectations of the reader and also the facts of what the authors mean are different. This lexical ambiguity creates humor because it has more than one meaning.

#### **Datum 10**

*“Brace yourself.”*

“All those "how shit your 2019 year " meme are coming.”



The lexical ambiguity in the sentence above can be found in the word “brace”. There are many meanings of the word “brace”. The first meaning is a device that is attached to something where it is attached to parts of the body that are weak due to injury to help him carry out activities. The second meaning is that there is something where the clamp is used to tie it, which is used to show that there are two or more types on one side that have the same relationship with each other. The third meaning is to strengthen self-emotions where circumstances are not in line with expectations which lead to an inability to restrain emotions.

The meaning above results two interpretations. The first interpretation is that a man puts up or prepares himself to face any problem. Meanwhile, the second interpretation is that a man uses a hair clip for himself or shows that everything that happens is interconnected.

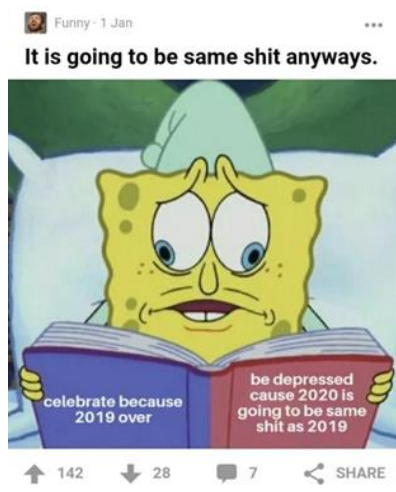
The lexical ambiguity above can be concluded that the meaning of “brace” is someone who prepares or puts himself up to face events or all things that will happen. The word “brace” contains lexical ambiguity because it has more than one meaning. Therefore, from many interpretations that exist, the word

“brace” is ambiguous. This lexical ambiguity can create humor which is included in the type of mismatch where incompatibility produces a joke.

Based on the concept of humor, jokes in datum 10, which contain lexical ambiguity are found in the word “brace”. The word “brace” has more than one meaning that creates humor because everything is created through the different interpretations between the reader and the reality referred to by the writer. Hope comes from the reader that the word “brace” refers to the hairpin used by someone for a power where everything that happens is related to each other . Meanwhile, the reality says that the writer intends to convey that a man prepares himself to face any problems that will occur. Humor is created by a mismatch between the expectations of the reader and the facts intended by the author.

### Datum 11

“Celebrate because 2019 *over*.”



The datum 11 shows about Spongebob is sitting in a chair and reading a book bound in blue and red.



The word that contains lexical ambiguity is “over”. The word “over” has several meanings. The first meaning is to show or express a certain part that exceeds capacity. Meanwhile, the other meaning is a long process problem and expresses actions and results. Following the form of lexical ambiguity, the word over is included in the homonymy form, where there are two or more words with the same pronunciation and spelling but different meanings.

Based on the meaning of lexical ambiguity, the researcher found two different interpretations. The first interpretation is that Spongebob celebrated his victory in 2019. He had experienced all the unpleasant or sad events he had gone through in 2019 had ended. Meanwhile, the second interpretation is that Spongebob has celebrated his victory in 2019 because there has been a chance for him to survive to do something that was not done in the following year. Therefore, he expressed his happiness by celebrating something because it exceeded what had been determined so far. All of this can be concluded that the word “over” contains lexical ambiguity which has more than one meaning and produces jokes which makes someone laugh in reading the sentence. This ambiguous word causes humor which is included in the type of incongruity. makes someone laugh when reading the sentence.

Lexical jokes occur in datum 11 which is found in the word “over”. All of these create different misunderstandings and interpretations because the word “over” contains lexical ambiguity. Based on the incongruity theory, humor can be created whenever someone expects one thing but is presented with another by reality (Shade, 1996, p.11). Based on the reader’s expectations that the word

“over” refers to something that exceeds capacity, that Spongebob celebrates his victory because he has been through something fun and sad over 2019. Whereas, the fact that the word “over” refers to something that expresses actions and results. the author opposes the reader's expectations of the word "over" intends that Spongebob has celebrated all the events he experienced during 2019 have ended which there is no continuation. This reader's expectations are different from the reality intended by the writer, which from this lexical ambiguity creates humor because there is more than one meaning.

## Datum 12

Nae: “So much has happened this year. It feels *like* I lived for three years in one”.



This datum shows that there is a woman who tells about her life journey in 2019 where everything that happened has been felt by her.

The lexical ambiguity of the meme above is the word “like”. The word “like” has more than one meaning. The first meaning is to find something that is fun, uplifting, or satisfying. The second meaning is to have characteristics or qualities that are the same or similar to something. This lexical ambiguity is

included in the homonymy form in which the pronunciation and spelling are the same, but the meaning is not related.

Based on the meaning, there are two interpretations in the sentence above which contain lexical ambiguity. The first interpretation is that someone expresses her feelings so far in carrying out her life that she has felt something it is fun and enjoying the journey of her life so far that she does not realize that one year feels long. Meanwhile, the second interpretation is that someone shows all the things that happened this year, she feels that this year feels very long like she lived in 3 years being one. Therefore, the word “like” contains lexical ambiguity which creates humor in the type of incongruity where there is a mismatch in understanding the meaning intended by the author.

In datum 12, words containing lexical ambiguity also contain jokes. Lexical jokes can be shown in the word “like” which makes the interpretation different, and also the expectations with reality are not the same. All of them relate to incongruity theory where the readers' expectations are not following the reality intended by the author. The expectation from the reader that the word "like" refers to something pleasing or satisfying that someone expresses her feelings so far in carrying out her life that she has felt something it is fun and enjoying the journey of her life so far that she does not realize that one year feels long. Reader expectations mean that the word like is aimed at something that has the same or similar characteristics or qualities. Meanwhile, the fact is that someone shows all the things that happened this year, she feels that this year feels very long like she lived in 3 years being one. This lexical ambiguity

creates a joke because the word “like” has more than one meaning which can create humor for everyone who reads it.

### Datum 13

Teddybear: “I love *honey!*”

Bee : “But you know what I don't love?”



There is a conversation between Teddybear and a bee. Both of them sat on the floor where the Teddybear carried a bowl of honey and a bee smiled when she saw the honey.

In the conversation above, the word that contains lexical ambiguity is the word “honey”. The word “honey” has several meanings. The first meaning is a sweet and sticky yellowish-brown liquid when touched which is usually produced by bees and other insects that are collected from flowers. Meanwhile, the second meaning is someone valuable in his life which is a good example of something.

The two meanings above can be found in several interpretations. The first interpretation is that Teddybear tells the bee that he likes the honey he carries and wants to finish the honey himself. The second interpretation is that Teddybear

expresses his feelings to the bee that he has put a fondness and attention to the bee so far, and the bee is not aware of it.

Based on these two interpretations, it can be concluded that Teddybear likes honey that he brings, not like bees. Therefore, the word “honey” contains lexical ambiguity which makes people laugh in reading which produces humor in the type of incongruity that creates incompatibility with the reality.

In datum 13 the word “honey” is the source of lexical jokes because it has more than one meaning (Shade, 1996, p.4). Each person can interpret and have a different interpretation. Different interpretations can make different expectations. Based on incongruity theory, humor can be created whenever someone expects one thing but is suddenly presented with another reality (Shade, 1996, p.11).

The way the words create humor can be analyzed with incongruity theory. The reader hopes that the word “honey” refers to Teddybear expresses his feelings to the bee that he has put a fondness and attention to the bee so far, and the bee is not aware of it. In the context of this sentence, it contains lexical ambiguity that teddybear tells bees that he likes bees. The fact is that teddybear tells the bee that he likes the honey he carries. Its become a source of humor because all interpretations between readers and writers are very different. Therefore, it can be concluded that words containing lexical ambiguity also contain lexical jokes which make humor based on more than one meaning. Humor is produced because of the many meanings that create expectations that are different from the facts they show.

### **Datum 14**

Woman: "Guess who's going to find a gift this 2019."

Ducks: "This actually ended up being *true* for me."

There were a woman and a duck which a woman pointed her finger forward with a sharp eye and held the paper in her left hand. Meanwhile, the white-black duck with a relaxed and calm expression said something to the woman.

The lexical ambiguity of this conversation is "true". The word "true" has more than one meaning. The first meaning is something that is related to fact or reality. Meanwhile, the second meaning is someone who holds fast to a promise and conviction which is shown through attention and obedience. The word that contains lexical ambiguity is included in the type of homonymy which pronunciation and spelling are the same, but the meaning is different.

Based on both meanings, two interpretations are found. The first interpretation is that the duck tells the woman who found the gift was the duck not the woman. Meanwhile, the second meaning is that the duck shows its loyalty to the woman so far.

It can be concluded from these two different interpretations that the duck told the woman, according to the fact it was the duck who found the prize in 2019 not the woman. Therefore, the word "true" contains lexical ambiguity which produces in humor belonging to the type of incongruity that causes a dissonance with the message intended by the author.

In datum 14 the word "true" creates humor by using lexical jokes based on incongruity theory. The word "true" contains lexical ambiguity which has more

than one meaning. It can create different interpretations between readers and writers. The word “true” contains lexical jokes because it has more than one meaning and produces different expectations and interpretations (Shade, 1996). The reader’s expectation that the word “true” is someone loyal to his partner or employer. The fact that the word “true” is consistent with the fact that someone who found the prize in 2019 is a duck, not someone else. Therefore, words that contain lexical ambiguity can be used as a source of humor. All of them can happen because lexical ambiguity has more than one meaning which can create humor.

### b. Polysemy

The second type of lexical ambiguity is polysemy. Polysemy is a condition where there are two or more words that have different meanings but still related to each other. Words or phrases containing lexical ambiguity included in the form of polysemy that can create humor are provided as follows.

### Datum 15

“The door is *red*.”



This datum 15 shows one type of lexical ambiguity which has more than one meaning. The speaker expressed his anger by saying the sentence to his students who were busy in class. In other words, the speaker did not say that the door was red.

The true meaning of the above expression contradicts the meaning related to the lexical meaning. The word "red" contains lexical ambiguity which has more than one meaning. The first meaning of the word "red" is that a teacher tells his students that the door is red related to the type of color as usual. Whereas, the second meaning of the word "red" is that a teacher tells his students that the door is red even though the fact is that the door is white. It shows what the speaker has said contradicts the meaning related to the lexical meaning. All of this can be caused by the noise caused by the students so that a teacher expresses his anger uses colors to express his anger. The word "red" belongs to the homonymy form in which there are two or more words whose pronunciation and spelling are the same but have different meanings. The sentence above is one of the humors in the type of superiority because of the ridicule of the students.

### **Datum 16**

“When someone *asked* you what you have achieved in 2019.”





The context of datum 16 is when a statue wearing a garbage collector's clothes stands beside the road wearing a hat and wearing an orange shirt.

The word “asked” contains lexical ambiguity. The meaning of the word “asked” has more than one meaning. The first meaning is to say something which is to get an answer or information from what you want to know. The second meaning is to ask someone to do or give something. The word "asked" is a kind of polysemy which has different meaning but they still relate to one another.

Based on the meaning above, there are two interpretations. The first interpretation is that someone asks or says something which he wants to get an answer or information from what he wants to know in 2019 that someone has been through all this time. The second interpretation is that someone asks someone else to do or give something to him during 2019 that he has been through.

It can be concluded from the two different interpretations that someone wants to ask others about what has been achieved in 2019. Therefore, words that contain lexical ambiguity can create humor which is included in the type of incongruity because there is a discrepancy in reality.

Datum 16 creates humor by using lexical jokes and is based on incongruity theory. The word “asked” contains lexical ambiguity because it has more than one meaning and it is possible to create different expectations (Shade, 1996). The reader hopes that the word “asked” is something related to the action which intends to ask someone to do or give something. The fact that the word “asked” is someone who asks or says something which he wants to get an answer or information from what he wants to know in 2019 that someone has been through all this time. Therefore, this word contains lexical ambiguity which can create a joke because it has more than one meaning so that humor can occur.

### Datum 17

No *smoking*

No dogs

And absolutely no smoking dogs!



There was a dog which was shivering with cold and smoke coming out of his mouth. The dog was standing next to the inscription which prohibited smoke for anyone, even a dog.

In this humor meme, the researcher can find words that contain lexical ambiguity “smoking” which means an activity or habit of exhaling and inhaling lit cigarette smoke or emitting fumes. All these meanings are interrelated to one another where smoking is equal to smoking which produces smoke. This lexical ambiguity is a type of polysemy because the meaning still related to one another.

Based on the meaning, there are two different interpretations. First, there is a dog that stands with smoke in the cold arena's mouth. In addition, there are writings on the side of the road that prohibits smoking for anyone even though it is a dog that smokes. Second, there is a dog that smokes in the no-smoking area, but even if the dog smokes, it makes no sense because the only person who smokes is usually human, not animal. Therefore, it is likely to be a misinterpretation of the interpretation of the word “smoking”, because they have different meanings but still related to one another.

### Datum 18

Me after a *long day* of ruining my own life.



This datum shows that a man is sitting on a chair with great joy. He is holding a cup of hot coffee in his hand and blowing on the coffee.

In the humor meme above, there are ambiguous phrases and the researcher find lexical ambiguity in the phrase. There are two meanings on the phrase “long day”. The first meaning is that a long day can be measured with a meter. Meanwhile, the second meaning is that a long day which is related to how much time has passed. The phrase “A long day” can be classified as a polysemy in which have different meanings but still relate to each other.

Both meanings in the phrase "long day" are possible which makes several interpretations. The first interpretation is that a man reveals that he is free from bustle on a very long day that can be measured with a meter. Whereas the second interpretation is that a man relaxes because he has passed long days related to time. Based on the sentence above, the phrase “long day” contains lexical ambiguity, including the kind of oddity of humor because there is a mismatch in understanding meaning.

The phrase “long day” in datum 18 is a source of humor because it has more than one meaning (Shade, 1996). Everyone can have a different interpretation. Different interpretations can make different expectations. Based on the incongruity humor theory, humor can be created when someone expects one thing but in reality is presented with another (Shade, 1996).

The phrase that creates humor can be analyzed by incongruity theory. The reader hopes that the phrase “long day” refers to where a day can be measured with a measuring device. The fact that the phrase “long day” is something related

to time. Therefore, it can be concluded that phrases containing lexical ambiguity can create humor because they have more than one meaning. Humor is created because many meanings produce expectations that are different from the reality shown.

### Datum 19

May: "I wish I could date a guy like you."

Boy: "I'm a guy like me."

May: "Alright then, want to go on a *date*?"



The datum 19 is a conversation between two people by chatting. May wants to invite Boy to do face to face. Boy did not believe May's invitation and he told his friends and asked for advice.

The word "date" contains lexical ambiguity. It has several meanings. The word "date" usually means the date people use to find out the date in a month. Another meaning in the word "date" is someone who makes a pact with another person which raises a meeting and produces excitement. The word "date" is

included in the type of polysemy in which all meanings are related to one another in a situation that is used to conduct a meeting.

Based on all the above meanings, there are two possible interpretations. The first interpretation is that a woman wants to have a meeting or date a man. The second interpretation is that a woman wants to get a date from a man so that he can have the opportunity to meet her.

It can be concluded from different interpretations that a woman wants to have a meeting or date a man. The word “date” which contains lexical ambiguity, produces a joke that belongs to the type of humor incongruity.

## Datum 20

EU: “I feel bad for you.”

NA: “I don't *think* about you at all.”



The context of datum 20 about two men do the conversation and both of them show different expressions in saying what they want to express. The first man showed an expression of regret and sadness. Meanwhile, the second man showed an ordinary expression, but he cried without being noticed by his friend.

Lexical ambiguity in the above conversation can be found in the word “think”. There are more than one meaning of the word “think”. The first meaning is to have several opinions or ideas about something. The second meaning is directly directed at the thought of someone who could not have guessed before. The word “think” contains lexical ambiguity which is included in the type of polysemy in which both meanings are interrelated with all things that indicate a thought.

Based on the above conversation, two interpretations can be found. The first interpretation is that NA shows a normal facial expression like someone did not experience an event, and he hid his sadness from the EU that he is fine not disappointed by the EU treatment which brought him to tears. He never expected that the EU would do something to make him cry and be disappointed with him. Meanwhile, the second meaning is that NA does not think and feel fine with everything that is done by the EU. He had forgotten whatever had happened without bringing up the problem. He did not debate the European Union on the matter, and both of them did not exchange opinions on the incident.

It can be concluded from different interpretations that NA never thought about what had been done by the EU that made him cry and disappointed. Therefore, the word “think” which contains lexical ambiguity produces joke and confusion in understanding which is included in the type of incongruity that creates mismatches.

Humor in datum 20 is found in the word "think" which has more than one meaning. The meaning of the word think is usually used for something in person's

mind. The reader hopes that the word “think” is an idea or ideas spoken by someone. In fact, the author means that the word "think" is something that someone never expected to happen. Both of them possible because the word “think” contains lexical ambiguity which has more than one meaning. Based on the incongruity humor theory that humor can be created when someone expects one thing to be shown to another.

### **3.2 Discussion**

After obtaining the data, the researcher intends to discuss these findings. the results of the research provide a general explanation of the findings that have been examined in this chapter. Based on the findings of the research the words that contain lexical ambiguity in humor meme published on 9 gag website have more than one meaning which causes confusion in understanding meaning and creating humor. The author uses ambiguous words to grab the attention and entertain the reader. The researcher took data in 2019 on humor meme published on 9 gag website. Due to time constraints and large amounts of data in 2019, the researcher only took 20 data that contained lexical ambiguity.

The researcher used Murphy's (2010) theory to determine the types of lexical ambiguity in humor meme on 9 gag website. Meanwhile, in analyzing words that contain lexical ambiguity that can create humor, the researcher uses Shade's (1996) theory of humor. There are two concepts of humor theory, namely incongruity and superiority (Shade, 1996). He explains that incongruity theory is humor created by altered expectations in which characters fail to understand the



meaning of the word intended by the author. All of them which creates a mismatch which creates in humor because each time one expects one thing but is presented another. Meanwhile, superiority theory is a flow of character that when someone is belittled, ridiculed, insulted, as a result of making mistakes. Superiority theory is used to show how a character is degraded by another character who uses an unpleasant word by mistake. Adhering to these two concepts of humor is essential for effective understanding.

Based on the findings of the research, there are 14 words or phrases that contain lexical ambiguity, including the type of homonymy. This discovery also shows that 6 words or phrases that contain lexical ambiguity are included in the type of polysemy.

The result of the analysis shows that the words or phrases included in the incongruity type are more than the superiority type in the humor meme published on 9 gag website. According to Shade (1996), the concept of incongruity humor occurs when the humor created by expectations changes where the character fails to understand the meaning of the word meant by the author. He also stated that the incongruity also gave rise to a mismatch which created a joke because every time the characters expected one thing but presented another. the authors use ambiguous words or phrases on purpose to attract and entertain everyone reading it. For example "Salesman: Slaps earth, you can fit so many fucking idiots in this bad boy. The statement about bad boy belongs to the type of homonymy which has the same spelling and pronunciation but different meanings which result in a

mismatch with what the speaker meant. Thus, the speaker provides ambiguous, unrealistic information in order to deliberately entertain the reader or listener.

The concept of incongruity also creates incompatibility and confusion in understanding the intent of the author and creates humor for someone reading it. In this case, some words or phrases found in humor meme on the 9 gag website contain lexical ambiguity in a type of polysemy where the meanings are different but still related to one another. For example: When someone asked you what you have achieved in 2019. Someone asks something where he wants to get answers from what he wants to know in 2019. The above speech has more than one meaning of the word asked which has a different meaning but is still related one another.

In addition, the concept of superiority humor is found in the data. According to Shade (1996), the concept of superiority occurs when a person is underestimated, ridiculed, insulted, as a result of making a mistake. He also explained that this concept is used when someone feels degraded by other characters who use unpleasant words because of an error. Using ambiguous language in conversation can confuse the reader with the author's intent. according to Grice (1975) that ambiguous language is defined as speech which does not have a single meaning but represents two or more possible ideas. The author uses ambiguous language to entertain readers so that they are interested in the information they convey. Sentences that contain jokes or humor often find the strength of their humor through the ambiguity that is evident in language (Seewoester, 2009). The authors often use ambiguous words or phrases to counter

readers' expectations. For example: The door is red. This datum shows one type of lexical ambiguity which has more than one meaning. The speaker expressed his anger by saying the sentence to his students who were busy in class. In other words, the speaker did not say that the door was red. The word "red" is an ambiguous word because it has more than one meaning which is included in the homonymy type which has the same spelling and pronunciation but different meanings. In sentences containing ambiguous language, it is included in the superiority of humor, which is when someone is ridiculed or insulted as a result of making a mistake so that it can create humor and jokes for someone who reads it. The author deliberately uses this ambiguous word to attract the reader's attention. In humor meme, especially those published on 9 gag website, using an ambiguous word or phrase will make the reader laugh out loud.

The words contained in the humor meme on the 9 gag website contain lexical ambiguity and also create humor which is included in the concept of superiority. Some words or phrases belong to a type of polysemy where the meanings are different but still related to one another. For example: No smoking, No dogs, and absolutely no smoking dogs !the word "smoking" which contains lexical ambiguity of humor was created when dogs smoked. The dog emits smoke because he was cold. It was funny because it was impossible for animals to do that dogs could smoke. Ignorance is not only shown by a misunderstanding of interpretation, but a movement reacts to words. All movements and expressions are summed up as visual humor which creates humor and can be seen in the word "smoking". It is a type of polysemy where the meanings are different but still

related to one another. In a sentence that contains lexical ambiguity, it is included in the superiority type of humor because something strange occurs in something that creates jokes and humor for everyone who reads it.

Based on the result of research there are two types of lexical ambiguity, namely homonymy and polysemy. Everything consists of words that contain lexical ambiguity that creates humor in which there are two concepts, namely incongruity humor and superiority humor. The authors deliberately use ambiguous language to attract attention and entertain the laughter of readers.

The researcher points out words that contain lexical ambiguity conveyed by the author in humor meme on the 9 Gag website. In this research, the researcher used the humor meme in 9 Gag website as the object because it is very viral among the people and many readers are interested in the displays of meme 9 Gag website which mostly cause humor. The words that contain ambiguity and create humor are dominated by the incongruity type of humor. Most of the author's expressions contain ambiguous language because the author wants to go against the readers' expectations and create jokes and humor for someone who reads them. The result of this research are almost the same as the research conducted by Christoforus (2019) entitled "Lexical Ambiguity in Humor in Mind Your Language TV Series of Season 1". The previous researcher found that words containing lexical ambiguity of incongruity type appeared more frequently than lexical ambiguity of superiority type in TV Series of Season 1. Based on these findings, the researcher concluded that incongruity type lexical ambiguity is more

common in humor meme published on the 9 Gag website than another type in the superiority of humor

## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter presents the conclusions of this research and some suggestions for future researchers.

#### 4.1 Conclusion

After the data is analyzed, it can be concluded that there are words and phrases that contain lexical ambiguity in the humor meme published on the 9 Gag website. The researcher decided to analyze 20 data containing lexical ambiguity related to word meanings such as homonyms and polysemy. Homonyms are words that have the same pronunciation and spelling but have the same meaning even though they are not related to each other. This homonym is one proof of the ambiguity of meaning. There are 14 words and phrases that contain lexical ambiguity types of homonyms. Meanwhile, polysemy is a word that has two or more different meanings that are related to one another. there are 6 words that contain ambiguity types of polysemy. Both types of ambiguous lexical are still related to lexical meanings which give rise to ambiguous meanings.

The data also show that words or phrases e.g. bad boy, low price, word, shame, shit, virgin, white, call, brace, over, like, honey, true, asked, long day, date, think, belonging to the type of incongruity are more dominant than superiority types of humor memes published on the 9 Gag website. Thus, the findings of this study are relevant to Shade's (1996) theory. Shade (1996) explains that there are two concepts of humor, namely incongruity and

superiority, where humor is created when someone expects something to be what he wants, but facts present something else. From the data analysis, words or phrases containing lexical ambiguity including discrepancies which occurred 17 times. Incongruity of humor occurs when the humor created by expectations changes where the character fails to understand the meaning of words intended by the author. The author deliberately uses ambiguous language to attract attention and entertain the audience's laughter.

Superiority of humor is also found in words or phrases e.g. stab, red, smoking, that contain lexical ambiguity in humor meme published on the 9 Gag website. The concept of superiority humor occurs when someone is belittled, ridiculed, humiliated, as a result of making a mistake. Authors of the meme use ambiguous words or phrases in memes to confuse readers with the author's intent. The writers often use ambiguous words or phrases to go against readers' expectations. From the data analysis, there are 3 words or phrases that are included in the superiority type, namely when someone feels humiliated by another character who uses unpleasant words because of a mistake.

Comparing with the previous studies, previous researchers used various objects, such as films, newspapers, and Instagram. Meanwhile, the researcher take humor meme published on the 9 Gag website as object of research. In this study, that makes it different from previous research is the results of the study shows that the type of incongruity humor is most often found than the superiority humor because the expressions of the writers deliberately fight the reader expectations which is not match with what the readers desire. Therefore, the researcher tries to

look for a new things from the object by analyzing lexical ambiguity on humor meme published in 9 Gag website.

#### **4.2 Suggestions**

After presenting the results of the analysis and concluding the results, the researcher reveals the weaknesses of the study and intends to provide suggestions and recommendations for future researchers who wish to conduct research on lexical ambiguity. The researcher has difficulty in conducting this research when finding how words or phrases that contain lexical ambiguity can create humor because all words or phrases that contain lexical ambiguity can be a source of lexical jokes which have almost the similar characteristic and more than one meaning.

The reseacher has several suggestions and recommendations for future researchers: first, the researcher expects the future researchers to examine lexical ambiguity in stand-up comedy, films, etc. Second, the future researchers can reveal the characteristics of the language that the writer conveys. Finally, the future researchers are also expected to be able to examine not only lexical ambiguity but referential and syntactical ambiguity in order to describe the relationship between referential, syntactical and lexical motivated by words or phrases that contain ambiguous language.



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## **CURRICULUM VITAE**



**Ninin Faria Ulfa** was born in Malang on 22 September, 1997. She graduated from Al Ittihad Islamic Senior High School Malang in 2016. During her study at the Senior High School, she actively participated in OSIS as the secretary. She is also a member of EC (English Club). She started her higher education in 2016 at the Department of English Literature of UIN Maulana Malik Ibrahim Malang and finished in 2020. During her study at the university, she joined many communities outside her department and faculty.

## APPENDIXES

### Table of Data Classification

Data of lexical ambiguity that contain Incongruity humor

| No  | Utterances   |
|-----|--|
| 1.  | Salesman: Slaps earth, you can fit so many fucking idiots in this <i>bad boy</i> .   |
| 2.  | Ms. Karin: "I'm so tired of having boys always texting me, everyonewants me."<br>Ms. Sarah: "Yeah, you know what the say, <i>low prices</i> always attract customers." |
| 3.  | Father: "What's the magic <i>word</i> to get what you want?"<br>Son: "I'm offended!"   |
| 4.  | It's a real <i>shame</i> about Gwen. She was falling for you.  |
| 5.  | When you are tired as <i>shit</i> , but you have got to get ready for work.  |
| 6.  | Isaac Newton edited a <i>virgin</i> .  |
| 7.  | Identify as a <i>white wall</i> .  |
| 8.  | "Gondor <i>calls</i> for aid!"<br>"My thoughts and prayers are with Gondor. sending positiveenergy their way.  |
| 9.  | <i>Brace</i> yourself.<br>All those "how shit your 2019 year " meme are coming.  |
| 10. | Celebrate because 2019 <i>over</i> .   |
| 11. | Nae: "So much has happened this year. It feels <i>like</i> I lived for Three years in one".  |

|     |   |
|-----|---|
| 12. | Teddybear: "I love <i>honey!</i> "<br>Bee : "But you know what I don't love?"   |
| 13. | Woman: "Guess who's going to find a gift this 2019."<br>Ducks: "This actually ended up being <i>true</i> for me."             |
| 14. | When someone <i>asked</i> you what you have achieved in 2019.   |
| 15. | Me after a <i>long day</i> of ruining my own life.  |
| 16. | May: "I wish I could date a guy like you."<br>Boy: "I'm a guy like me."<br>May: "Alright then, want to go on a <i>date?</i> " |
| 17. | EU: "I feel bad for you."<br>NA: "I don't <i>think</i> about you at all."   |

Data of lexical ambiguity that contain superiority humor

| No | Utterances  |
|----|---|
| 1. | Me: "washing a big knife"<br>My brain: " <i>stab</i> yourself"  |
| 2. | The door is <i>red</i> .  |
| 3. | No <i>smoking</i><br>No dogs<br>And absolutely no smoking dogs! |