

**FLOUTING MAXIM OF HOST'S HUMOR ON "STEVE" TV
SHOW**

THESIS

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

2024

**FLOUTING MAXIM OF HOST’S HUMOR ON “STEVE” TV
SHOW**

THESIS

Presented to
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In partial fulfillment of the requirements for the degree of Sarjan Sastra (S.S.)

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I state that the thesis entitled “**Flouting Maxim of Host's Humor on “Steve” TV Show**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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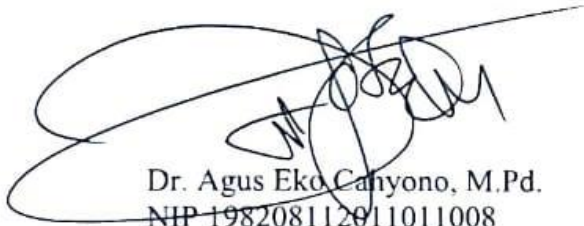
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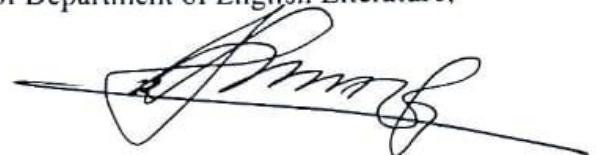
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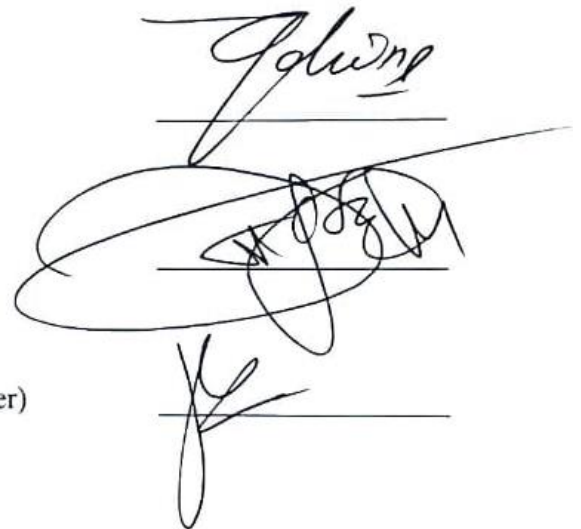
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MOTTO

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا (٥) إِنَّ مَعَ الْعُسْرِ يُسْرًا (٦)

“For indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease.”

(Qur'an surah Al-Insyirah 94, Verse 5-6)

DEDICATION

I dedicate this thesis to my beloved parents, my mother Partini, my father Suwignyo, and also my only older brother Roby Prayogi who has given me love, enthusiasm and attention all the time. Also, honorable my best advisor, Dr. Agus Eko Cahyono, M.Pd., who has given me a lot of advice and guidance in completing this thesis.

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ABSTRACT

Paraswati, Widya (2024) *Flouting Maxim of Host's Humor on "Steve" TV Show*. Undergraduate Thesis. Department of English Literature, Faculty of Humanity, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Agus Eko Cahyono, M.Pd.

Keyword: pragmatic, flouting maxim, verbal humor techniques, Steve TV Show

Humor is a social phenomenon around us that has several rules to provoke laughter from its listeners. In practice, humor is often used in entertainment, such as on talk shows. One is the humor found on the talk show Steve TV Show. This research, entitled Flouting Maxim of Host's Humor on "Steve" TV Show, has two objectives. The first objective is to identify the types of flouting maxims used by the Steve TV Show host to create humor. The second objective is to explain how the host of Steve TV Show uses verbal humor techniques in flouting maxims. This research uses a quasi-qualitative research method, using humans as instruments. The researcher used Cutting's theory (2002) to answer the first research question. Meanwhile, Cutting's flouting maxim theory (2002) was combined with Berger's (2017) theory of verbal humor techniques in answering the second question. This research produced several findings. There are 18 flouting maxim data in seven Steve TV Show content during September 2023. The flouting maxim that often appears is flouting the maxim of relation (44%), followed by flouting the maxim of manner (37%), and finally flouting the maxim of quantity (12%) and flouting the maxim of quality (6%). Then, flouting maxim used by the Steve TV Show host create verbal humor techniques, including facetiousness, irony, exaggeration, misunderstanding, and sarcasm. This research can be used as a reference in analyzing the creation of humor in other talk shows by connecting the flouting maxim theory and humor theory.

مستخلص البحث

فراسواتي، ويديا (٢٠٢٤) الاستهزاء بقاعدة فكاهة المضيف في البرنامج التلفزيوني "ستيف". بحث جامعي. الأدب الإنجليزي. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: الدكتور، أغوس إيكو جهيونو، الماجستير.

الكلمات الأساسية: الواقعية، الاستهزاء، تقنيات الفكاهة اللفظية، برنامج ستيف التلفزيوني

الفكاهة ظاهرة اجتماعية من حولنا لها عدة قواعد لجذب الضحك لدى مستمعيها. من الناحية العملية، غالباً ما تستخدم الفكاهة في مجال الترفيه، كما هو الحال في العديد من البرامج الحوارية. إحداهما هي الاستهزاء بقاعدة فكاهة المضيف في البرنامج التلفزيوني "ستيف". هذه المقالة، التي تحمل عنوان الاستهزاء بمكسيم لخلق روح الدعابة للمضيف في برنامج ستيف التلفزيوني، لها هدفان. الهدف الأول هو تحديد أنواع الانتهاكات القصوى التي يستخدمها مضيف برنامج ستيف التلفزيوني لخلق الفكاهة. الهدف الثاني هو شرح كيفية استخدام المضيف لتقنيات الفكاهة اللفظية لانتهاك المبادئ في برنامج ستيف التلفزيوني. يستخدم هذا البحث طريقة البحث شبه النوعي. باستخدام البشر كأدوات لهذا البحث. وللإجابة عن سؤال البحث الأول استخدمت الباحثة نظرية كاتنج (٢٠٠٢). وفي الوقت نفسه، فإن الإجابة على السؤال الثاني تستخدم نظرية المخالفة القصوى لكاتنج (٢٠٠٢) مع نظرية تقنيات الفكاهة اللفظية لبرجر (٢٠١٧). وقد أسفر هذا البحث عن عدة نتائج. هناك ١٨ بيانات عن الانتهاكات القصوى في سبعة محتوى لبرنامج ستيف التلفزيوني خلال شهر سبتمبر ٢٠٢٣. الانتهاكات القصوى التي تظهر بشكل متكرر هي انتهاكات مبدأ العلاقة (٤٤%)، وأخيراً مخالفات مبدأ العلاقة (٣٧%)، مخالفة مبدأ الكمية (١٢%)، ومخالفة مبدأ الجودة (٦%). ثم هناك انتهاكات للتوابت التي يستخدمها مقدم برنامج ستيف التلفزيوني لإنشاء تقنيات الفكاهة اللفظية، بما في ذلك: السخرية، والسخرية، والمبالغة، والتلميحات، وسوء الفهم، والسخرية. يمكن استخدام هذا البحث كمرجع في تحليل خلق الفكاهة في البرامج الحوارية الأخرى من خلال ربط نظرية الانتهاك الأقصى بالفكاهة.

ABSTRAK

Paraswati, Widya (2024) *Pelanggaran Maksim dari Humor Pembawa Acara di “Steve” TV Show*. Tesis Sarjana. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Dr. Agus Eko Cahyono, M.Pd.

Kata Kunci: pragmatik, pelanggaran maksim, teknik humor verbal, Steve TV Show

Humor merupakan fenomena sosial di sekitar kita yang memiliki beberapa aturan untuk memancing tawa para pendengarnya. Dalam praktiknya, humor sering digunakan dalam hiburan, misalnya dalam talkshow. Salah satunya adalah humor yang terdapat pada talkshow Steve TV Show. Penelitian yang berjudul *Pelanggaran Maksim dari Humor Pembawa Acara di “Steve” TV Show* ini mempunyai dua tujuan. Tujuan pertama adalah untuk mengidentifikasi jenis pelanggaran maksim yang digunakan oleh pembawa acara Steve TV Show untuk menciptakan humor. Tujuan kedua adalah untuk menjelaskan bagaimana pembawa acara Steve TV Show menggunakan teknik humor verbal dalam melanggar maksim. Penelitian ini menggunakan metode penelitian kuasi kualitatif, dengan menggunakan manusia sebagai instrumennya. Peneliti menggunakan teori Cutting (2002) untuk menjawab pertanyaan penelitian pertama. Sedangkan teori pelanggaran maksim oleh Cutting (2002) dipadukan dengan teori teknik humor verbal oleh Berger (2017) dalam menjawab pertanyaan kedua. Penelitian ini menghasilkan beberapa temuan. Terdapat 18 data pelanggaran maksim dalam tujuh konten Steve TV Show selama bulan September 2023. Pelanggaran maksim yang sering muncul adalah pelanggaran maksim hubungan (44%), disusul pelanggaran maksim sikap (37%), dan terakhir pelanggaran maksim kuantitas (12%) dan pelanggaran maksim kualitas (6%). Kemudian, pelanggaran maksim yang digunakan oleh pembawa acara Steve TV Show menciptakan teknik humor verbal, termasuk *facetiousness*, *irony*, *exaggeration*, *misunderstanding*, dan *sarcasm*. Penelitian ini dapat dijadikan acuan dalam menganalisis penciptaan humor pada talkshow lain dengan menghubungkan teori pelanggaran maksim dan teori humor.

TABLE OF CONTENTS

STATEMENT OF AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENTS	vii
ABSTRACT	ix
مستخلص البحث	x
ABSTRAK	xi
TABLE OF CONTENTS	xii
LIST OF TABLES	xv
LIST OF FIGURES	xv
CHAPTER I: INTRODUCTION	1
A. Background of the Study.....	1
B. Problem of the Study.....	8
C. Objectives of the Study	8
D. Significances of the Study.....	8
E. Scope and Limitation	9
F. Definition of Key Terms	10
CHAPTER II: REVIEW ON RELATED LITERATURE.....	11
A. Pragmatics	11
B. Implicature	13
C. Maxim	15
1. Maxim of Quantity	15
2. Maxim of Quality	16
3. Maxim of Relation.....	17

4. Maxim of Manner.....	18
D. Flouting Maxim.....	19
1. Flouting the Maxim of Quantity.....	19
2. Flouting the Maxim of Quality.....	20
3. Flouting the Maxim of Relation	21
4. Flouting the Maxim of Manner	22
E. Verbal Humor Techniques	23
1. Allusion	23
2. Bombast.....	24
3. Definition.....	25
4. Exaggeration.....	26
5. Facetiousness.....	26
6. Insults	27
7. Infantilism	28
8. Irony	29
9. Misunderstanding	30
10. Literalness.....	31
11. Puns.....	32
12. Repartee	33
13. Ridicule.....	34
14. Sarcasm.....	34
15. Satire	35
F. Language Properties in Humor TV Show	36
1. Structural ambiguity	37
2. The disruption of language conventions	37
CHAPTER III: RESEARCH METHOD	39
A. Research Design.....	39
B. Research Instruments	40

C. Data and Data Source.....	40
D. Data Collection.....	41
E. Data Analysis	41
CHAPTER IV	43
A. Findings.....	43
B. Discussion	76
CHAPTER V.....	81
A. Conclusion	81
B. Suggestions	82
REFERENCES.....	84
CURRICULUM VITAE	87
APPENDIX.....	88

LIST OF TABLES

Table 4. 1The relation between flouting maxim and verbal humor techniques.....	80
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LIST OF FIGURES

Figure 4. 1Flouting maxim used by host's Steve TV Show	44
Figure 4. 2Verbal humor techniques created by flouting the maxim.....	67

CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses the introduction, which consists of the background of the study, problem of the study, objectives of the study, significances of the study, scope and limitation, and the definition of key terms.

A. Background of the Study

Regarding the use of language by comedians, the controversy about the spread of negative issues currently heating up in cyberspace has provided challenges for them (Purwaningrum & Harmoko, 2022). This is because, in their shows, comedians often convey various issues wrapped in humor, which can trigger several conflicts and give rise to many controversies in implicature. In this case, comedians must be more careful in choosing humorous material for their performances because conflicts among comedians are often caused by the humorous material they bring, which usually receives a lot of criticism (Kinasih & Marsella, 2023). Therefore, they are often involved in controversy because of their jokes, which their audiences can interpret in various ways (Savira, 2023). Difficulty connecting the gap in understanding humor between different groups of society is a big challenge (Pramukti & Utomo, 2020); some comedians try to use language that appeals to their audience's humor, while others try to convey messages through their jokes.

Gaps in understanding comedians' humor occur due to the audience's inability to grasp the meaning of the comedian's words regarding the material

presented in creating humor. This is because much of the humor used by comedians has implied messages behind the comedian's words (Pramukti & Utomo, 2020). The audience's inability to understand the message or utterance in the humor material used is the main point that is often the cause of controversy among comedians today (Ashee, Nazeer, & Kausar, 2022). To understand the hidden messages conveyed through comedians' humor, further knowledge is needed to understand the utterances used by comedians.

To understand the speech delivered by comedians regarding their humorous material, it can be researched using a pragmatic approach. This is confirmed by Yule's (1996) statement, which states that pragmatics is a branch of linguistics that studies how to convey more than what is said. One of the branches of science that studies language communication is pragmatics (Nadar, 2009). In addition, Levinson (1983) stated that pragmatics has a relationship between presupposition, implicature, participants' knowledge about the world, and general principles of language. It can be concluded that researching language using pragmatic studies provides a tool for someone to understand how language is used by other people in communication contexts, including how they interpret meaning, determine intentions, and identify the various communication actions involved.

In this research, pragmatics was chosen to assist in analyzing implicit language or hidden messages behind the speech used by comedian hosts to create humor during their performances. Pragmatics can help analyze the language used by comedians and can help them understand more deeply the utterances made by

comedians in their humor material (Kinasih & Marsella, 2023). Thus, through a pragmatic approach, this research can help to understand more deeply the linguistic phenomena of comedian hosts so that there are no misunderstandings among the audiences in interpreting the humorous messages they convey.

Pragmatics describes various aspects of research involving language use; one is implicature, which focuses on understanding an implicit utterance. Grice (1989) divided implicature into two types: particularized conversational implicature and generalized conversational implicature. Grice (1975) and Levinson (1983) also stated that the difference between these two types of conversational implicature lies in the context, where particularized conversational implicature is tied to a specific context. The comedian host often creates humor in a specific context, including in particularized conversational implicature. In understanding it, the theory that can be used as a reference for this research is Cutting's (2002) theory, which discusses flouting maxim used in particularized conversational implicature.

To analyze flouting maxim in particularized conversational implicature, Cutting's (2002) theory is needed. It can be used in pragmatic research to understand more about the types of flouting maxims that the host uses in his humor material in a specific context. In pragmatic analysis, this theory helps to understand how flouting maxims are used to create jokes during performances that contain implicit language.

This research is also supported by using Arthur Asa Berger's theory regarding verbal humor techniques. In this theory, it is stated that there are several ways of creating verbal humor techniques that are classified into 15 types, namely *Allusion*,

Bombast, Definition, Exaggeration, Facetiousness, Infantilism, Insults, Irony, Literalness, Misunderstanding, Puns, Repartee, Ridicule, Sarcasm, and Satire (Berger, 2017). This theory can help classify how verbal humor techniques created by the host using the flouting maxim. Therefore, humor theory supports this research in understanding the use of the flouting maxim to make humor more deeply.

The researcher found ten previous studies in the last five years regarding flouting maxims on several platforms. There are some previous research regarding flouting maxims in films (Aristyanti et al., 2020; Rebecca et al., 2021). In this case, both of them use qualitative research methods. (Aristyanti et al., 2020) Have conducted research entitled “The Realization of Maxim Flouting to Create Humor in *Incredibles 2*,” the findings obtained are the high maxims of relationship, with a total of 59 and 11 categories of humor in the film *Incredibles 2*. Meanwhile, in research (Rebecca et al., 2021) titled “Flouting maxim performed by the main character in the edge of seventeen film,” the results show that Nadine, who is the main character in this film, most often flouts the maxim of quantity, and the most rarely flouting the maxim of manner and flouting the maxim of quality.

Many previous studies from several talk shows also used qualitative methods (Firda et al., 2021; Marlisa & Hidayat, 2020; Nyani & Setyawan, 2023; Prasatyo & Kurniyawati, 2021). In research conducted (Firda et al., 2021) entitled “An Analysis of Flouting Maxim in a Talk Show Program in Indonesia,” it was found that the most flouting maxim of relation. Apart from that, in research (Marlisa & Hidayat, 2020) titled “The analysis of flouting maxims in *Good Morning America (GMA)* talk

show,” it was found that the most dominant flouting was the maxim of quality and maxim of manner. Furthermore, in research (Nyani & Setyawan, 2023) entitled “The Pragmatic Analysis of Maxim Flouting In Sri Mulyani’S Interview On Deutsche Welle News Show,” it was found that the most dominant flouting was maxim of quantity. Another previous research was carried out (Prasatyo & Kurniyawati, 2021) entitled “An Analysis of Flouting of Maxim in Aiman’s Talkshow ‘Allegations of Conspiracy Behind Corona’” showed that most often was the maxim of relevance, where the speaker did not provide answers that fit the question and context.

Apart from that, some more research also discusses flouting maxims on talk shows that showed high flouting of the maxim of quantity in these research (Sari, 2020; Sihotang, 2020; Sinaga, 2020). (Sihotang, 2020) conducted in her research related to the flouting maxim entitled “An Analysis of Flouting Maxim in Jimmy Kimmel’s Live Talk Show: Pragmatic Approach,” which showed that the flouting maxim of quantity often appears. Next (Sinaga, 2020) also conducted her analysis of the flouting maxim in “An Analysis of Flouting Maxim in the Talk Show “The Ellen Degeneres Show”: Pragmatic Approach” with the most dominant result being the maxim of quantity. The last previous research that I took was from research (Sari, 2020) with the research title “An Analysis of Flouting Maxim in The Graham Norton Show: Pragmatic Approach,” which also shows that the maxim of quantity dominates in his research because it provides too much information.

Some of these previous research have similarities in analyzing flouting maxims on some platforms, especially talk shows. However, it has not yet been

discovered how the flouting maxim is related to creating humor on a comedian talk show. Even though there is a previous research that included humor, it was in a film, not a talk show. Apart from that, all the methods used also use qualitative methods, and the theory used is Grice's (1975) theory.

In the research about the flouting maxim in some talk shows, it is still necessary to research, more specifically, the use of flouting maxims in creating humor. By understanding this phenomenon more deeply, it has implications for several aspects. First, an understanding is gained regarding how the flouting maxim is used in creating verbal humor. In this case, this research explains the types of flouting maxims used to make jokes. Apart from that, this research also gains an understanding of how verbal humor techniques are used in using flouting maxims during performances. In this case, the research clarifies how verbal humor techniques used when comedians use flouting maxims to create jokes. This can help the researcher and the audiences to understand more deeply the use of flouting maxim by the host in creating jokes for the audiences.

Moreover, this research's benefit is to reduce misunderstandings between the audience and the host in interpreting the implied messages conveyed by the host. In a broader context, research on the flouting maxim by the host can provide audiences with a deeper understanding of the role of the flouting maxim in creating humor by knowing how it is used. The novelty that can be offered in this research is the addition of the theory of verbal humor techniques (Berger, 2017) to complement the theory of flouting maxim (Cutting, 2002) in creating humor on Steve TV Show.

Steve TV Show is one of the famous comedian's talk shows on the United States YouTube channel, which is a place for laughter full of life lessons from comedian, bestselling author, and Emmy award-winning host, Steve Harvey, whose channel was created in 2012 with several followers reaching 7,92 million (Show, 2012). Steve Harvey, host of the comedian talk show Steve TV Show, was chosen as the research subject because of several advantages and uniqueness. First, the Steve TV Show YouTube channel is a comedian's YouTube account that is also used to share experiences from guest stars that involve a more specific context. This is in accordance with the topic of this research, which examines flouting maxims occurring in particularized conversational implicature related to a particular context. Second, the host of Steve TV Show, Steve Harvey, is a comedian host with a flat expression often creates various verbal humor techniques using only implicit words but often gets funny responses from his audiences. It is interesting to research further to understand how Steve's use of flouting maxim as host of the Steve TV Show in creating humor on stage can make his audiences laugh.

This research starts from the assumption that Steve, as the host of Steve TV Show, often uses flouting maxims in creating his humorous material. The following assumption is that the flouting maxims used by Steve TV Show often create several verbal humor techniques, which create particular reactions from the audience. It can be seen from the audience's reactions, who frequently respond by laughing.

B. Problem of the Study

This research aims to provide a deeper understanding of how the flouting maxim is used in creating humor on comedian Steve TV Show's talk show. More specifically, this research answers two questions:

1. What types of flouting maxims are used by the Steve TV Show host to create humor?
2. How does the host of Steve TV Show use flouting maxim to create verbal humor techniques?

C. Objectives of the Study

In conducting this research, the researcher aims to achieve two main research objectives:

1. To identify the types of flouting maxim used by the Steve TV Show host to create humor.
2. To explain how the host of Steve TV Show uses verbal humor techniques in flouting maxims.

D. Significances of the Study

Theoretically, this research contributes to understanding by combining flouting maxim theory and theory of verbal humor in the context of language use to create humor among comedians. Previously, this flouting maxim theory has been widely used to research understanding regarding the use of implicit language in some

films or talk shows. Therefore, through this research, we should increase our understanding of the theory of flouting maxim, which is applied in researching different objects and more specific contexts in comedian talk shows.

Apart from that, this research also combines humor theory, which can provide an understanding of how of verbal humor techniques are created using flouting maxim on the Steve TV Show. Practical benefits for other researchers: The researcher hopes this research can provide more in-depth knowledge regarding flouting maxims in creating humor in a specific context and also some valuable information. Therefore, it is expected that this research can become a basis or inspiration for similar research.

E. Scope and Limitation

This research uses data taken from the flouting maxims used by comedian host Steve from the Steve TV Show YouTube channel to create humor. The scope of this research uses a pragmatic approach. The limit of this research is regarding the use of flouting maxims to create jokes, with the pragmatic concept used in the flouting maxim theory by Cutting (2002) and Berger's (2017) theory regarding verbal humor techniques to create humor.

As a limitation, this research only focuses on videos uploaded on the YouTube Steve TV Show during September 2023 due to the high number of viewers. In this case, there are seven videos that need to be researched. In this research, the

part that was not observed was the reaction of the audience in response to the humor delivered by the comedian.

F. Definition of Key Terms

1. Flouting maxim is when the speaker violates a communication rule or maxim with the aim of creating an implied meaning or hiding a message. In this research, the flouting maxim is often used to create humor in the Host Steve TV Show.
2. Humor is a type of stimulation in the form of language practice that can make the atmosphere more interesting by making people want to laugh. The host comedian in Steve's TV Show often inserts humor into every sentence he utters to liven up the atmosphere, so this comedian gets lots of laughing responses from his audiences.
3. Steve TV Show is an American comedian talk show YouTube channel created in 2012. This YouTube channel is led by the well-known comedian host Steve Harvey.

CHAPTER II

REVIEW ON RELATED LITERATURE

In this chapter, the researcher examines several theories related to the theoretical approach. This chapter explains pragmatics, implicature, flouting maxim, verbal humor techniques, and language properties in humor TV Show.

A. Pragmatics

In the world of language, pragmatics is a branch of linguistics that is quite popular and is still often discussed by linguists today. This is in accordance with Leech (1983), who said pragmatics is a part of various fields of linguistics that have been around for about 20 years but is now becoming more popular because it is now widely discussed by linguists. This indicates that attention to pragmatics has continued to increase in recent years. Pragmatics is increasingly popular today because of the growing awareness among linguists about the importance of pragmatics in understanding language, especially in communication.

Pragmatics is a branch of linguistics that focuses on how language is used to convey broader information than its literal meaning. According to Yule (1996), pragmatics is described as the research of the meaning that language users want to convey. This definition is confirmed by Crystal (1997), who stated that pragmatics is the research of how we use language in everyday conversations, such as how we choose words, the problems that may arise, and how our use of language affects other

people when we communicate. In other words, this describes that in the research of pragmatics, the primary attention is on how language is used in everyday interactions to convey meaning and its effects on other people involved in communication. Meanwhile, according to Mey (1993), pragmatics is the research of how people use their language, which is influenced by the situation and circumstances in the society around them.

The definition of pragmatics is also stated by Levinson (1983), who states that pragmatics can be defined as the research of the relationship between language and context, which is the basis for understanding language. In this definition, “language understanding” not only speaks about the meaning of the words themselves but also involves a deeper understanding of the context and information that may be implied in language interactions. Pragmatics can also be interpreted as the research of how to use language to connect utterances or sentences with situations that match the utterance or sentence (Levinson, 1983).

Apart from all the definition of pragmatics according to linguists, the origins of pragmatics were first introduced by Morris (1938) in the context of semiotics, which is the science that studies sign systems or systems used in communication. In semiotics, there are three areas of research: pragmatics, semantics, and syntax. According to (Levinson, 1983), pragmatics is divided into five areas of research: deixis, presupposition, discourse structure, speech act, and implicature.

B. Implicature

The term implicature was first introduced by Grice (1975), who stated that the term implicature is to explain additional meaning, suggestions, or intentions that can be implied by the speaker, which is different from the literal meaning or what is directly stated in the utterance. According to Paltridge (2000), implicature is a meaning intentionally created by a speaker that may or may not even be understood by the listener. Levinson (1983) also stated that implicature involves knowledge that in a conversation, there is an additional meaning that is not expressed directly by the speaker, which can make the listener unable to understand. In this way, it can be generally stated that implicature is messages that the speaker indirectly wants to convey in conveying something. In this case, Grice (1975) stated that there are two types of implicature: the first type is conventional implicature, and the second type is conversational implicature.

These two types of implicature are different in terms of context. (Thomas, 1995) stated that conventional implicature does not care about the type of context, while conversational implicature changes depending on the situation. Another definition from Yule (1996) is that conventional implicature is additional meanings that are not conveyed directly in conversation, while conversational implicature occurs when speakers do not follow cooperative principles by providing additional meanings that are not in line with expectations or are undesirable. Regarding the definition of conversational implicature, Mey (1993) confirmed that conversational

implicature is the implied message in conversation. In this case, Grice (1989) divided conversational implicature into two parts: generalized conversational implicature and particularized conversational implicature.

Generalized conversational implicature can appear in various conversational situations without depending on specific conditions or information, while particularized conversational implicature cannot. This is in line with Levinson's (1983) statement that the difference between the two lies in context that generalized conversational implicature is a conversational implicature that occurs without the need for a specific context, while particularized conversational implicature requires a particular context. Therefore, particularized conversational implicature often depends very much on context and special knowledge.

Particularized conversational implicature requires particular or specific conditions and more knowledge to understand the meaning. This is in accordance with Levinson (1983), who states that particularized conversational implicature occurs when someone says something that implies additional meaning, but understanding it requires knowing the specific situation or context. Therefore, understanding what is actually conveyed in a conversation requires an understanding of the situation or additional information that may be needed, such as an understanding of the maxim.

In several previous studies related to implicature, especially in terms of flouting maxim analysis, the researcher took common threads and gaps that could be used as research material to research in more detail. The researcher focuses on a more specific flouting maxim in creating humor in a comedian talk show. From several previous studies, the researcher fills the existing gap in the form of research in the realm of a comedian talk show by combining Cutting's (2002) theory to examine the flouting maxim with Berger's (2017) theory of humor to explore the technique of creating verbal humor.

C. Maxim

In a conversation, communication rules are needed for both speakers and listeners. In this case, the rule referred to is obeying the maxim. According to (Grice 1975), maxim is the principle that must be adhered to by speech participants to make the communication process run smoothly. Each maxim has an important role in communication rules to ensure that the information conveyed is clear, accurate, and relevant. By following this principle, speakers and listeners can avoid misunderstandings and create a more efficient dialogue. Specifically, this principle is divided into four categories: Maxim of Quantity, Maxim of Quality, Maxim of Relation, and Maxim of Manner.

1. Maxim of Quantity

According to Grice (1975), maxim of quantity relates to how much information is given, where the information must be in accordance with what is

needed and not excessive. In this case excessive information can confuse and distract from the main topic. Therefore, in the maxim of quantity, the speaker must be able to adjust the portion according to the listener's needs.

If you are assisting me to mend a car, I expect your contribution to be neither more nor less than is required; if, for example, at a particular stage need four screws, I expect you to hand me four, rather than two or six.

In the example of repairing a car above, four screws are required, if someone provided two screws, it would make the process inefficient and could hinder the work. On the other hand, providing six screws can also distract from the task at hand, because the redundant information is irrelevant. Thus, maintaining a balance in the amount of information conveyed is very important to ensure effective communication and smooth communication, so that it must be in accordance with what is requested and needed.

2. Maxim of Quality

In the maxim of quality, it is important for communication to be effective and trustworthy, so that listeners are not confused or misunderstood. The Maxim of quality requires speakers to always tell the truth and not make statements without sufficient evidence (Grice, 1975). By obeying this maxim, the speaker shows his responsibility in conveying information and listeners do not need to doubt the information conveyed.

If I need sugar as an ingredient in the cake you are assisting me to make, I do not expect you to hand me salt; if I need a spoon, I do not expect a rubber spoon made of rubber.

This example is included in the maxim of quality because it emphasizes the importance of providing correct information. In the context of the request for ingredients to make the cake above, what is expected is to get sugar, not salt. In this case, the expectation of receiving appropriate materials reflects the principle of honesty in communication. Giving salt or a rubber spoon as a response shows a lack of compliance with this principle, because it means conveying information that is incorrect or inappropriate. This teaches that when communicating, we must be honest and provide the right information so that other people are not confused.

3. Maxim of Relation

Using the maxim of relation is very important in communication so that discussions do not deviate and remain focused on the topic being discussed. The maxim of relation is when what the speaker says must remain relevant to the topic being discussed (Grice, 1975). This is because when speakers avoid unrelated information, communication becomes clearer and more effective. In this way, listeners will better understand the topic of the conversation.

I am mixing ingredients for a cake, I do not expect to be handed a good book, or even an oven cloth (though this might be an appropriate contribution at a later stage)

This example reflects the maxim of relation because it emphasizes the importance of relevance in communication. When someone is mixing ingredients for a cake, they only want to receive ingredients or tools that are directly related to the task, such as sugar or spoons. Giving books or oven cloths at that time is not relevant to the activity being carried out. This shows that in communication, it is important to provide information or assistance that is appropriate to the context so that interactions are effective and not confusing.

4. Maxim of Manner

In the maxim of manner, clarity in conversation is the main thing. According to Grice (1975), the maxim of manner is when the speaker must speak clearly, avoid difficult words, and not be wordy so that other people can understand easily. By obeying this maxim, the speaker ensures that the message conveyed can be understood without confusion. Clarity in speaking also helps communication become more efficient so that listeners can follow their thoughts well. Example:

I expect a partner to make it clear what contribution he is making, and to execute his performance with reasonable dispatch.

This example is included in the maxim of manner because it emphasizes the importance of clarity, accuracy and regularity in communication. When someone

expects their partner to explain their contribution clearly, it shows that they want the information presented to be unambiguous and easy to understand. In addition, in this example, the maxim of manner shows that not only information must be clear, but also the method of delivery should be orderly and not complicated, so that everyone can communicate smoothly and effectively.

D. Flouting Maxim

Flouting maxim is part of conversational implicature, and this happens if the speaker violates a maxim he may not be able to fulfill the maxim. In contrast to violating maxims, where the speaker will usually cause the listener to misinterpret what he said and mislead him, flouting maxim occurs when the speaker deliberately does not comply with and fulfill the cooperative principle so that the listener can conclude the meaning behind the utterance conveyed in the maxim. Cutting (2002) has categorized the types of flouting maxim into four types.

1. Flouting the Maxim of Quantity

This occurs when the speaker provides information that does not match the required portion, too little or too much than what the listener needs (Cutting, 2002). In this case, if the speaker provides too little information, the listener may not be able to understand the message well and may draw wrong conclusions. On the other hand, if the speaker provides too much information, it can confuse the listener. Example:

A: “Well, how do I look?”
 B: “**Your shoes are nice...**”

The example above emphasizes that B’s answer does not provide enough information regarding A’s question. A expects an answer from his overall appearance, while B only answers the appearance of his shoes by saying, “**Your shoes are nice...**” However, it seems like B hopes that A can understand the implications of his answer. From here, A may be able to understand B’s answer, which is to provide an understanding that other parts of his appearance, such as sweatshirts and jeans, may not look good.

2. Flouting the Maxim of Quality

In flouting the maxim of quality, the speaker offers something that does not represent his thoughts (Cutting, 2002). The speaker speaks as if mocking in the hope that the listener can understand the message or what the speaker is conveying. This happens when the speaker says something dishonestly or inaccurately in conveying information, intentionally or not. Example:

Lynn : **Yes I’m starving too.**
 Martin : *Hurry up girl,*
 Lynn : *Oh dear, stop eating rubbish. You won’t eat any dinner.*

The utterance “**Yes, I’m starving too**” is a hyperbole commonly used for excessive statements. In this example, the hyperbole of Lynn’s expression says that

she is very hungry as if she is almost dying. However, people who heard it could not possibly think that Lynn would die of starvation. The listener will understand Lynn's words, which means she is really hungry. Therefore, the example of flouting the maxim of quality above shows that someone says something untrue or excessive in the hope that the listener will understand what she said.

3. Flouting the Maxim of Relation

Flouting the maxim of relation occurs when the speaker deliberately responds to the listener about something, not by the topic being discussed. In this case, Cutting (2002) said that the speaker does this in the hope that the listener can catch a hidden message or connect the topic being discussed with something not expressed directly. Therefore, in flouting the maxim of relation, the speaker does not maintain the relevance of the topic of conversation for a particular purpose, such as hiding information or diverting attention. Example:

A: "So what do you think of Mark?"

B: "His flatmate's a wonderful cook."

The example above explains B's answer, which does not directly refer to a discussion about Mark, but he talks about Mark's housemate, who is a good cook. Understandably, B is not very impressed with Mark. From this, A, as a listener, is

expected to be able to connect B's answer with his question so that A can understand the implied meaning of B's irrelevant words.

4. Flouting the Maxim of Manner

Flouting the maxim of manner occurs when the speaker deliberately ignores the maxim by using harsh or unclear words (Cutting, 2002). This happens when the speaker needs to pay more attention to the principles of speaking clearly or politely. The reason the speaker flouts the maxim of manner is because he wants to convey a message ambiguously or confusingly or even to hide something. Example:

A: "Where are you off to?"

*B: "I was **thinking of going out to get some of that funny white stuff for somebody.**"*

A: "OK, but do not be long – dinner's nearly ready."

The example above shows B's unclear answer using the phrases "**funny white stuff**" and "**somebody.**" B uses the phrase "funny white stuff" to refer to ice cream, while "somebody" refers to Michelle. B deliberately uses ambiguous language to hide it from their little daughter, Michelle, who always asks for ice cream when going to dinner. By this example, it is meant that the use of flouting the maxim of manner is done by deliberately speaking unclearly or ambiguously to avoid direct understanding or to convey an implied message.

E. Verbal Humor Techniques

The humor creation technique is verbal, meaning that humor is created from the words that come out of someone's mouth, which is in the form of verbal communication. It involves the use of humorous words or expressions to produce a comical effect in oral communication. Berger (2017) has classified language (verbal) humor techniques into 15 types:

1. Allusion

Allusion is a type of everyday verbal humor that is quite often used in society. Usually, the purpose of Allusion humor is related to social and even political issues, and sometimes, it refers to situations with a sexual element. This verbal humor technique often relies on a person's ability to relate something to a context that is already known to the general public as a reference (Cutting, 2002). Using this verbal humor technique, just mentioning someone's name or something familiar in society can make the listener laugh when they understand the reference. Example:

A lieutenant gets two weeks off for a honeymoon with his partner. At the end of his leave, he sent a message to his commander: "It's wonderful here. Request another week's extension of leave" Then the commander replied: "It's wonderful anywhere. Return immediately."

The humor here is shown from a misunderstanding of the "It" reference. What the Lieutenant said "It" meant leading to a generally enjoyable life, but his

commander interpreted “It” as sexual intercourse, not simply enjoying life. From here, the commander answered that anywhere (sexual intercourse) could be enjoyable and ordered the Lieutenant to return immediately. This humor arises from a misunderstanding of the Lieutenant’s reference to the word “It,” which refers to sexual matters.

2. Bombast

Bombast is a development of childish humor where someone exaggerates something with absurd expressions. In bombast, the use of exaggerated language shows an element of joking behind it (Cutting, 2002). This verbal humor technique uses very big or grandiose words to make something sound more impressive than it actually is. Example:

A repair shop owner accidentally injured his hand and went to the doctor after his hand became infected. Then the doctor explained the infection in very complicated medical language. A week later, the shop owner’s assistant reported that the tire on the doctor’s car outside was flat. The repair shop owner told his assistant to diagnose a flat tire using very complicated and exaggerated language: “Diagnose it as an absence of flatulence of the perimeter caused by the penetration of a foreign object resulting in the dissipation of the compressed atmospheric contents and charge him accordingly.”

In this example, the repair shop owner uses complicated and exaggerated language to describe a flat tire, even though this should be simple. This was done in retaliation against the doctor who previously used such complicated medical language to explain the workshop owner’s hand infection. Bombast, as one of the verbal humor

techniques in this story, comes from the difference between a simple problem (a flat tire) and how it is conveyed, which is deliberately exaggerated with fancy language for comedic effect.

3. Definition

Definition is a verbal humor technique that is often used to create humor. Definition occurs when speakers give meaning to ordinary words with strange or unusual Definition (Cutting, 2002). For example, in Ambrose Bierce's "Devil's Dictionary" contains a large collection of well-known Definition with ordinary terms given humorous meanings. Example:

"A bore: someone who talks when you want him to listen."

Usually, we assume and define a bore as someone who always talks about uninteresting things. However, Ambrose Bierce provided a funny and surprising definition. According to him, the definition of a bore is someone who talks when you want him to listen. This will make the audience laugh because the definition differs from what we expect. Therefore, in the Definition, listeners who expect a serious definition often get a humorous definition that does not match expectations.

4. Exaggeration

The use of exaggeration in society has been a common joke from the past until now. Exaggeration occurs when someone exaggerates facts or situations that actually happen with an utterance that does not make sense (Cutting, 2002). In this case, the primary purpose of exaggeration is usually to make the words spoken more dramatic or funny. Example:

“When I was in India,” said the club bore, “I saw a tiger come down to the water where some women were washing clothes. It was a very fierce tiger, but one woman, with great presence of mind, plashed some water in its face and it slunk away. Gentlemen,” said a man in an armchair. “I can vouch for that story being true. A few minutes after that incident I met this tiger and stroked its whiskers. The whiskers were wet.”

The example above shows the character Bore as the first man who likes to brag or tell excessive stories, making up unbelievable stories about a tiger and a brave woman. Then the second man added a more ridiculous and funny story: he stroked a wet tiger’s mustache, which is absolutely impossible for someone to do. This verbal humor technique occurs by adding an illogical element (stroking the tiger’s whiskers) to a story that was already exaggerated at the beginning to create a robust and humorous effect.

5. Facetiousness

In facetiousness, people often say something that looks serious but is actually just making a joke. Facetiousness refers to the use of language used as a joke to

defuse a situation that should not be taken seriously (Cutting, 2002). There is ambiguity in this verbal humor technique because the speaker does not mean what he says seriously. Example:

A man was questioned about how it was that he had stayed married for thirty years without getting into an argument with his wife. "It was easy," the man said. "When we got married we decided that we would divide up spheres of responsibility. I make the big decisions and my wife makes the little ones. I decide when we go to war, raise taxes and how much to spend for foreign aid. My wife decides everything else."

This example shows the use of facetiousness by using language that may sound serious at first but is actually a hidden joke to show that its role in making big decisions such as "go to war, raise taxes and how much to spend for foreign aid" is only symbolic or pretend. In reality, his wife manages everything at home, not him. Therefore, in facetiousness, there is a hidden meaning behind his words, which is that the man did not actually make a big decision as he said above. In this case, a careful listener will realize that what he said was just a joke and not meant literally.

6. Insults

Insults is often used to insult other people with the aim of making a joke. Insults is a verbal attack directed at someone to create humor, which requires creativity to make it funnier (Cutting, 2002). In this case, the verbal humor technique of insults is usually not funny if it stands alone. Therefore, it usually has to be followed by other techniques such as comparison, exaggeration, or ridicule. Example:

PRINCE: I'll be no longer guilty of this sin. This sanguine coward, this bed-presser, this horseback breaker, this huge hill of flesh. FALSTAFF: Sblood, you starveling, you eel-skin, you dried neat's tongue, you bull's pizzle, you stockfish! O for breath to utter what is like thee! You tailor' S yard, you sheath, you bowcase, you standing tuck. (William Shakespeare, Henry IV Part One, act 2, scene 4)

The example above shows an arguing scene between the Prince and Falstaff, who exchange insults with each other in their conversation. It can be seen that the Prince insults Falstaff by calling him **“This sanguine coward,” “This bed-presser,” “This horseback breaker,”** and **“This huge hill of flesh.”** Also, the reply from Falstaff, who mocked the Prince with harsh but quite creative language, such as **“You eel-skin,”** sounds funny. This Insults is funny because of the way their verbal skills clash when insulting each other. Therefore, in Insults, the quick and intelligent exchange of Insults adds to the humorous effect.

7. Infantilism

Infantilism is a verbal humor technique that often relies on sound play and even meaning. Infantilism is a word game that uses the similarity of the sound or meaning of a word to create humor (Cutting, 2002). In this case, even though infantilism looks childish, many adults often do it to make jokes. Example:

*MRS. SMITH: Mice have lice, lice haven't mice.
MRS. MARTIN: Do not ruche my brooch!
MRS. MARTIN: Do not smooch the brooch!*

MRS. SMITH: Groom the goose, do not goose the groom. (Ionesco, The Bald Soprano)

Examples of Infantilism can be seen in wordplay and spoken sounds. As in the example above, “Mice” has a sound similar to “Lice” but with a different meaning. Likewise, the word “brooch,” rhymes with “Ruche” and “Smooch.” Next, the word “Groom” means to look after, and “Goose” means swan, also “Groom” means bridegroom, and “Goose” means to hit someone’s buttocks with a finger in English slang. These all have several different meanings depending on the context in which they are placed. Therefore, in this humor technique, a simple play on words and sounds often creates a humorous effect.

8. Irony

People who usually use irony can make it harder for the audience to understand what is actually meant by what is said. Irony is a type of verbal humor technique that originates from the difference between what is said and what is meant (Cutting, 2002). In this case, listeners must be clever at interpreting what the speaker says because the speaker usually says something that means the opposite. Example:

The king condescended to visit a surgical clinic and came on the professor as he was carrying out the amputation of a leg. He accompanied all its stages with loud expressions of his royal satisfaction. “Bravo! Bravo! My Dear Professor!” When the operation was finished, the professor approached him and asked him, with a deep bow, “Is it your Majesty’s command that I should remove the other leg, too?”(Quoted by Sigmund Freud in Jokes and Their Relation to the Unconscious.)

An example of irony above occurred when the king began to praise the professor who was carrying out a leg amputation. The professor answered the king's praise with the question of whether the king would like him to amputate the other leg. What the professor said was nothing more than a subtle innuendo indicating that the king's praise was not worthy of celebration because it was inappropriate to the situation and conditions. This is because amputation is a serious and painful medical procedure. Therefore, irony in this example is shown by the difference between what is said and what is meant, or between expectations and reality, so that understanding is needed in interpreting the speaker's words.

9. Misunderstanding

Misunderstanding is often caused by language ambiguity or strange meanings that emerge when words are taken out of context. Speakers usually have different opinions from listeners when it comes to understanding something. Conversations that are not connected to what is intended can cause laughter in the audience (Cutting, 2002). Usually, this happens due to the use of words that are ambiguous or have multiple meanings. Example:

Abbott: "Who's on first."
Costello: "What do you mean who's on first?"
Abbott: "Yes, Who's on first."
Costello: "I'm asking you, who's on first?"
Abbott: "That's right, Who's on first."

This example of misunderstanding occurs because of a misunderstanding between the speaker and listener in interpreting “**Who.**” In this case, Abbott meant that “who” was a player's name, while Costello understood Abbott's words to mean that “who” was a question word. This causes the conversation to become continuously misunderstood due to differences in understanding of the word “who.” This misunderstanding can occur due to the use of ambiguous language by pronouncing the player's name “who,” which has another meaning as a question word.

10. Literalness

Literalness is a type of humor technique that comes from a literal understanding where someone cannot interpret it according to the context. In using this verbal humor technique, the speaker places the intended words according to the word's literal meaning so that when the speaker says it, it sounds funny to the listener (Cutting, 2002). Therefore, literalness only follows a word's literal meaning without considering the surrounding circumstances. Example:

A : Why did the moron take a ladder to the party?

B : He heard the drinks were on the house.

This example above refers to the understanding of someone who interprets speech very literally. In this case, B interprets “**drinks were on the house**” very

literally, meaning that the drinks are on top of the house and require a ladder to reach the roof of the house. Even though “**drinks were on the house**” is an idiom that means there are free drinks, it does not mean drinks are placed on top of the house. This humor technique has a funny effect because someone’s understanding is too literal in interpreting something without looking at the context and figurative meaning.

11. Puns

By using puns, speakers can change words or use words with the same sound but different meanings to make people laugh. It is also often referred to as the lowest form of humor, always involving a play on meaning and a sound play (Cutting, 2002). This verbal humor technique makes the listener laugh because of the similarity in sound or double meaning in the wordplay. Example:

A wit (word shaker) said, “This far and no father,” while visiting an orphanage.

Puns here is represented by an example where wit uses the word “**no father,**” which has two meanings. First, “no father” is defined as an orphan who does not have a father, which makes sense in the context of visiting an orphanage. Second, “no father,” which sounds like “no farther,” which is a phrase that is also entirely appropriate to the existing context. This creates a humorous effect because the words

“no father” fits the context, which means a child who does not have a father but at the same time can also be interpreted as a decision not to go any further.

12. Repartee

Repartee is a type of verbal humor technique in which the speaker counters the other with an equally cruel reply. Repartee can be called a technique of responding verbally with cruel comments (Cutting, 2002). This humor technique usually involves two people arguing with each other. It is a form of verbal dueling where the main goal is to repay someone’s jibes with better jibes. Example:

Isadora Duncan : “Just imagine of a child with my body and your brains.”

George Bernard Shaw : “Yes, madam, but what of a child with my body and your brains?”

The example above is a situation where Isadora Duncan tells her husband that they should have children together to improve their genetic quality by combining Duncan’s beautiful body shape and Shaw’s intelligent brain. In this case, Shaw quickly reversed the possibility of Duncan; what if the combination was Shaw’s body (considered less attractive) and Duncan’s brain (considered less intelligent)? What Shaw said indirectly was a response to denigrating Duncan’s ideas cleverly and cruelly. This conversation creates humor through verbal duels, where the other person uses smarter and sharper replies.

13. Ridicule

Ridicule is often used among people to humiliate the person they are talking to so that they feel embarrassed. Ridicule is a form of verbal attack in the form of ridiculing, making fun of, or ridiculing, which aims to make someone look stupid or worthless, causing other people to laugh (Cutting, 2002). Although sometimes teasing can be light-hearted, this humor technique is designed to make the other person feel humiliated. Example:

You dedicate yourself to the pursuit of pleasure. No overindulgence, mind you, but knowing that your body is a pleasure machine you treat it carefully to get the most out of it. Golf as well as booze, Philadelphia Jack O'Brien and his chestweights as well as Spanish dancers. Nor do you neglect the pleasures of the mind. You fornicate under pictures by Matisse and Picas. Therefore, you drink from Renaissance glassware, and often you spend an evening beside the fireplace with Proust and an apple.... (Nathanael West, Miss Lonelyhearts)

In this example, the Ridicule is used to ridicule and humiliate the lifestyle of someone who tries to appear very cultured and intellectual but actually seems absurd and excessive. West mocks the man's excessive lifestyle by combining such contrasting things that it makes him look ridiculous and unrealistic.

14. Sarcasm

Sarcasm involves the use of sharp, often mocking words in a way that attacks the person you are speaking to. This type of verbal humor technique uses cruel words and often has a mocking or Insulting tone that can hurt someone (Cutting, 2002). In this case, the words used in sarcasm usually convey the opposite meaning of what is

actually said. Someone using sarcasm can mean to be funny, but it can often also hurt the person they are talking to. Example:

A traffic policeman said to a woman whose car couldn't move because it was stalled at the corner of the traffic light "What's the matter, lady? Do not we have any colors you like?"

The sarcasm in the example above was carried out by a traffic cop who deliberately said cruel mockery to the woman whose car had broken down. He used this statement to insinuate that the woman did not move even though the traffic lights had changed to red, yellow, and green. This shows the traffic cop's impatience and mockery of the woman's inability to move her car as if she were choosing which color of lights she likes best. In this example, the traffic cop's use of sarcasm with cruel taunts could hurt the woman's feelings.

15. Satire

Satire is one of the most essential forms of humor and has been used for thousands of years. Satire is often used to make jokes about people with high positions, power, or rank or about unfair situations to highlight shortcomings (Cutting, 2002). In this case, satire not only aims to make people laugh but also to make listeners think and realize the problem being discussed. Example:

A man so various that he seemed to be not one, but all mankind's epitome: Stiff in opinions, always in the wrong was everything by starts and nothing long; But in the course of one revolving moon Was chemist, statesman, fiddler, and buffoon; Then all for women, painting, rhyming, drinking Besides ten thousand freaks that died in thinking. (John Dryden, "Absalom and Achitophel")

The example of satire above is shown in **"Stiff in opinions, always in the wrong was everything by starts and nothing long,"** which satirizes someone stubborn and consistently wrong, showing how useless it is to be stubborn without a valid reason. Also, the quote **"Chemist, statesman, fiddler, and buffoon,"** which is intended to satirize someone who tries to be many things but is not successful at any of them, shows how unfocused and how funny this inability is. In this example, satire often focuses on shortcomings in society, professions, or positions of power, suggesting that many people in those positions are fools.

F. Language Properties in Humor TV Show

In humor TV Show, there are characteristics that differentiate it from others from the nature of the language. According to (Ross, 1998), in the nature of language in humor, there are language structures and linguistic features in its creation. This is because language can influence people's mood when laughing. (Ross, 1998) also said that there are several characteristics of language in humor, structural ambiguity, and disruption of language conventions.

1. Structural ambiguity

In this case, there is a lot of language ambiguity, which often makes people laugh, and several different linguistic structures are involved. Sometimes, language ambiguity can be intentional, as in prepared humor or jokes, while in other cases, ambiguity can arise unintentionally in everyday conversation (Ross, 1998). This diverse linguistic structure creates an opportunity to see the funny side of language in terms of phonology, graphology, morphology, lexis, and syntax.

In the humor on TV shows, it often occurs in the form of structural ambiguity. By not being clear about the structure of the language used, speakers can make jokes that invite laughter from the audience. For example, in terms of phonology, people usually make a joke by saying words that have the same pronunciation but actually different spellings (Ross, 1998). Therefore, comedians use the properties of language in the form of structural ambiguity to create humor in their shows.

2. The disruption of language conventions

Disruption of language conventions can lead to incompatibilities because language rules or norms that usually help understand meaning are disrupted. This is what usually gives rise to humor on TV shows. The conventions referred to are semantics, pragmatics, discourse, or register. (Ross, 1998) stated that everyone who uses a language has rules or conventions stored in their minds about how the language works.

This refers to the concept that everyone who uses a language has an innate understanding of the rules or conventions that govern how the language generally functions. In this case, if a rule is broken, it can give rise to oddities that cause humor (Ross, 1998). Therefore, it is not surprising that disruption of language conventions is one of the things that is always present in humor on TV shows.

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher describes the methods employed in the current research, which consists of research design, research instruments, data and data source, data collection, and data analysis.

A. Research Design

Research design is an essential tool for conducting research. It is an important guide for how the research process is carried out, from the research objectives or questions to achieving research results (Abutabenjeh & Jaradat, 2018). In other words, the research design was used by the researcher as a key to guide the steps to be taken in carrying out this research. In this research, the researcher used quasi-qualitative research.

The present research used a quasi-qualitative approach as a research design, which departs from the post-positivism paradigm. Quasi-qualitative research can be interpreted as a research design that is similar to qualitative research; however, it is not entirely qualitative. This is because, according to (Rahardjo, 2023), quasi-qualitative is a quantitative method that is qualitative, so it is not wholly qualitative. Even though it is not completely qualitative, in the context of qualitative research it is allowed to use quasi-qualitative. Therefore, the researcher used a quasi-qualitative approach to analyze the flouting maxim in creating humor in Steve's TV show host.

B. Research Instruments

Having a research instrument helps the researcher collect research data. In the present research, entitled “Flouting Maxim of Host's Humor on “Steve” TV Show,” the research instrument was the researcher. This is because the researcher interacted directly in collecting the data. Based on qualitative research, humans are considered the best instruments for carrying out research (Ary, 2010).

A researcher, as a human instrument interacting directly with research subjects and collecting data, often plays a significant role in ensuring the credibility of qualitative research results. According to Ary (2010), in qualitative research, humans are believed to be the most flexible instrument, as they are the main instrument in collecting and analyzing data. Therefore, in this case, the researcher acted as an instrument for the present research by identifying, collecting, classifying, and analyzing data from the flouting maxim used by host Steve TV Show in creating humor.

C. Data and Data Source

The data were in sentences spoken by host Steve TV Show, which contained flouting maxims to create humor. The researcher took the data because Steve, a TV Show host, created jokes in specific contexts using verbal humor in the flouting maxim. The researcher obtained the data by watching YouTube videos with subtitles on the Steve TV Show YouTube channel. <https://youtube.com/@SteveTVShow?si=Z7KmwLzlmHZpZf0S>.

The data sources used in the present research were taken from conversations by the host, which contained flouting maxims in videos uploaded to the Steve TV Show YouTube channel. Specifically, the data sources were taken from this YouTube talk show during September 2023, which had seven talk show episodes. The researcher took the data from September because the number of viewers in several videos this month was quite high compared to other months.

D. Data Collection

There were several steps the researcher took in collecting the data. First, the data were taken by transcribing the subtitles on every video from the YouTube Steve TV Show during September 2023. Then, every conversation spoken by the host was observed. Next, after watching the video continuously to extract utterances from the host that contained the flouting maxim, the researcher recorded all the utterances from the host Steve TV Show, which contained the flouting maxim in creating humor.

All data on flouting maxims used by the host to create humor were taken from seven videos. The researcher ignored the reactions of the audience who received the humorous message. Therefore, the present research only focused on the flouting maxims used by the Steve TV Show host to create humor in his performances.

E. Data Analysis

In analyzing the data, the researcher deeply understood the theories used according to the research objectives. In the present research, the researcher combined

two theories to answer two research questions. The two theories used are Berger's theory (2017) regarding verbal humor techniques and Cutting's theory (2002) about flouting maxims. These two theories are used to help the researcher answer two research problems.

After understanding the flouting maxim and verbal humor techniques, the first step in answering the first research question was to classify the data using the Cutting theory (2002) to determine the flouting maxim in the host of Steve TV Show. To answer the second research question, the data classified into the types of verbal humor contained in the Steve TV Show using Berger's (2017) theory. Berger (2017) classified verbal humor techniques into 15 categories, namely *Allusion*, *Bombast*, *Definition*, *Exaggeration*, *Facetiousness*, *Infantilism*, *Insults*, *Irony*, *Literal*, *Misunderstandings*, *Puns*, *Repartee*, *Ridicule*, *Sarcasm*, and *Satire*. All existing data were classified according to the appropriate verbal humor technique type and then analyzed in depth. The last step was to draw a conclusion from the research results.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher presents the results of data analysis and discussion regarding flouting maxim to create the host humor on Steve TV Show YouTube channel. In these findings, the researcher presents data analysis to answer two research questions, namely the types of flouting maxims committed by the host of Steve TV Show and how flouting maxims are used by the host of Steve TV Show to create verbal humor techniques.

A. Findings

As a result of the present research, the researcher found 18 data presented in Appendix 1 and Appendix 2. In analyzing the data, the researcher used the flouting maxim theory introduced by Cutting (2002) as a theoretical basis for analyzing the data. Cutting (2002) explained that to communicate correctly, at least four maxims must be fulfilled, namely *the Maxim of Quality, the Maxim of Quantity, the Maxim of Quantity, the Maxim of Relation, and the Maxim of Manner*. Cutting theory (2002) assisted the researcher in answering the first research question regarding the flouting maxim used by the Steve TV Show host in creating verbal humor techniques. The second theory used by the researcher is the theory from Berger (2017) regarding verbal humor techniques. Berger (2017) categorized verbal humor techniques into 15 categories, namely *Allusion, Bombast, Definition, Exaggeration, Facetiousness,*

Insults, Infantilism, Irony, Misunderstanding, Literalness, Puns, Repartee, Ridicule, Sarcasm, Satire. In making jokes, there are at least 15 types of humor techniques that used to create a joke.

1. The types of flouting maxim used by host's Steve TV Show

Steve used all the flouting maxims when shooting the talk show Steve TV Show. The types of flouting maxims that have been used are the maxim of relation, the maxim of manner, the maxim of quantity, and the maxim of quality. The conclusions of the results are presented more clearly in Figure 1.

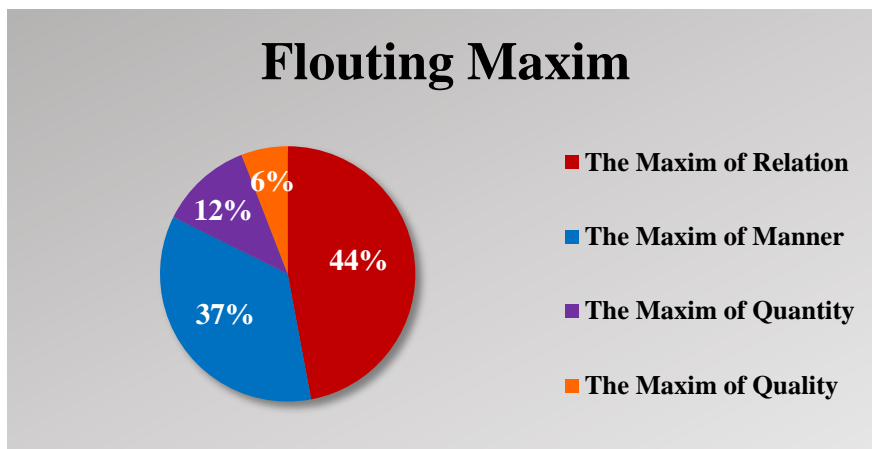


Figure 4. 1Flouting maxim used by host's Steve TV Show

a. Flouting the Maxim of Relation

Flouting the maxim of relation occurs when the speaker does not respond to the listener according to the topic being discussed. In this case, the speaker hopes that the listener can understand the meaning of his words, which are not connected to the

topic (Cutting, 2002). The results of the present research contained eight data that showed Steve flouts the maxim of relation during the talk show.

Datum 1

I'm Having a Baby with My Neighbor! II Steve Harvey (02:35 - 03:04)

Lillian : He cooked food for me, he let me drive his brand new truck, he sponsored my business for my summer reading program for the kids to go on a field trip

Steve : He sponsored your what?

Lillian : My business.

Steve : For your?

Lillian : For The summer reading program. I have a Painting with a Twist, it ain't me. He sponsored my business.

*Steve : Wait a minute, hold on. **I gotta sleep.***

In this episode of the talk show, the context is that Lillian, as the guest star, wants to talk and share about her relationship with a man. Lillian told Steve, as a host, that she once dated a man who was quite old, 57 years old, whose lover was currently dating his cousin. When he was with Lillian, this man was very caring and always there for her, even sponsoring her business. In this context, Lillian said that the man who was her ex-boyfriend was very attentive when they were still dating. The situation is initially serious when Lillian is engrossed in telling stories but suddenly becomes relaxed when Steve interrupts Lillian's story.

The datum above shows a flouting maxim of relation with Steve's words as a host who does not mean he wants to sleep. This is because Steve saying "**I gotta sleep**" has no correlation with the topic of conversation he had with Lillian.

However, the meaning of Steve's utterance could be interpreted to mean that he was probably tired of hearing Lillian talk about her relationship continuously without pause. It can be seen from what Steve said next that what Lillian said was too much. Even though Steve implied that he was still addressing Lillian's story, which he felt was too heavy, what Steve said had nothing to do with the topic Lillian was talking about.

Datum 2

I'm Having a Baby with My Neighbor! II Steve Harvey (05:22 - 05:54)

Lillian : It was like you just was lying the whole while about her saying that y'all was, she was saying you was a quick man and this and that. All kinds of stuff.

*Steve : Yeah, cool. Y'all take care of yourselves. Hey, thank y'all for coming. **Lady let me tell you something, I gotta go to lunch.***

The context in the datum above shows Lillian's very dramatic story about her romantic relationship with her ex-boyfriend. The situation was very serious, with the audience silently listening to Lillian's story. In this context, Lillian said her boyfriend used to be very nice to her before dumping Lillian and having a new girlfriend. His ex's new girlfriend said his attitude was very good; he was a quick man and affectionate. Lillian, who heard it, immediately said that everything she had done was a lie because the man had been nice to her in the past but dumped Lillian in the end. Steve, who heard Lillian tell a dramatic story about her ex-boyfriend, responded with shocking words that caused the audience to laugh out loud.

The datum above contains a flouting maxim of relation in Steve's words, **"Lady let me tell you something, I gotta go to lunch."** This is because Steve's response about lunch certainly has nothing to do with Lillian's dramatic story. However, through this response, Steve may convey an attitude of nonchalance, avoid the topic, or create humor. Maybe Steve is indicating that he is not interested or does not want to get involved in the relationship drama, or it could be that Steve wants to avoid conversations that might make him uncomfortable or complicated. Therefore, Steve's words had nothing to do with Lillian's topic of discussion, and he did it with a specific purpose.

Datum 3

I'm Having a Baby with My Neighbor! II Steve Harvey (06:34 - 07:00)

Lillian : I really want him to be in my kid life, but I'm not finna force nobody to do nothing. I can do it by myself. I did it already. Like, I'm not finna force nobody to do nothing then my kid gets mistreated, I'm good. I just want you to sign a birth certificate so my kid won't have my last name because I know who the kid for. That'll be dumb, so just be sitting up-

Steve : What?

Lillian : Huh? I talk too fast, okay.

*Steve : **Fast, speed ain't the problem, It's the pronunciation.***

Continuing, the context in the datum above is still about Lillian's story, who looks so excited to tell about her problem in the relationship. She told Steve why she was fighting for responsibility from her ex-boyfriend. The situation was also quite serious, with the silence of the audience listening to the story. She said she did not want to force anyone, even her ex-boyfriend. She wants her boyfriend to sign the

birth certificate so that everyone knows who the father of her child is by putting the name of the biological father in the child's last name. Lillian's way of telling stories without pause seemed to make Steve, who heard it, look confused. This was shown in Steve's response until the situation changed to become more relaxed.

In the datum above, Steve deliberately flouts the maxim of relation to convey criticism more subtly. This can be found in his words, **“You talk too fast? Fast, speed ain't the problem, It's the pronunciation.”** In this sentence, Steve's answer to Lillian's question is irrelevant. Lillian asks about her speed of speech, which is relevant to Steve's initial confused “huh” response. Instead of answering whether Lillian spoke too fast or not, Steve shifted his focus to the pronunciation problem. This is flouting the maxim of relation because Steve's answer does not directly answer the question asked.

Datum 4

I'm Having a Baby with My Neighbor! II Steve Harvey (09:10 - 09:36)

Lillian : You the one just said do not use “isn't”, use ain't.

Steve : Huh?

Lillian : You said do not use “isn't”, use “ain't.”

*Steve : **I, I have a talk show.***

The context in the datum above explains that Lillian is talking about an important problem involving her child with her ex-boyfriend. Lillian told Steve that it did not matter to her about her boyfriend's responsibility to their child, but what was

important was having the biological father's signature on the birth certificate. This means that the child will get the last name of his father's surname. However, in the middle of the story, there was a debate regarding the correct and incorrect use of grammar between Lillian and Steve's conversation.

The datum above shows that Steve said, "**I have a talk show,**" has no correlation with the existing conversation, so this is categorized as a flouting maxim of relation. This is because there is no relevance to the topic discussed between Steve and Lillian. Lillian was discussing the grammar instructions given by Steve about the use of "isn't" and "ain't," while Steve responded with, "I, I have a talk show." Steve may do this to change the topic or to demonstrate his authority as a talk show host, which he may perceive as a reason why Lillian should listen to the advice he gives.

Datum 5

Steve Harvey's Top 3 Brilliant Kid Guests! (00:20 - 00:37)

Steve : Jojo, how old are you?

Jojo : Well, right now I'm eight years old.

Steve : Do you have fun? Other than science, do you do anything for fun?

Jojo : Uh, yeah.

*Steve : **You got, like, a truck or something?***

Jojo : I do not even have a driver's license. You had to be 16 years old to drive?

The context above shows episode 3 of talented children. In this datum, the context shows Jojo, the guest star for this time. Jojo is a little boy who went viral due to his talent being above average for children his age in science. At a young age, Jojo

was already doing research experiments. In the context above, Jojo shows his skills by making discoveries related to batteries that can move on foil by the Law of Lawrence Force, and Jojo explains how this can happen. Jojo shows how talented he is in science. In the context above, Jojo's introduction on the talk show shows Steve asking him several questions.

In the datum above, there is a flouting maxim of relation in the question asked by Steve, **“You got, like, a truck or something?”** This is because the question from Steve was not relevant to the topic Steve gave previously. The datum above showed that Steve asked Jojo about his age and answered that he was 8. Then, Steve asked another question, which explained that at his current age, is there anything that could make him happy besides science? Jojo replied, “Uh yeah.” The irrelevance is the question that Steve asked again: “You got, like, a truck or something?” His mention of the word “truck” is not relevant to the topic of the question he asked earlier about how old Jojo is. Because Jojo answered that he was eight years old, while, as is known, having fun with a truck does not match with eight-year-old children. This is confirmed by Jojo's answer, which said that he did not yet have a driver's license until he was 16. Steve made the question perhaps because Jojo's great talent with extraordinary scientific discoveries is like an adult. Therefore, Steve used the word “truck,” which is related to adults.

Datum 6

Steve Harvey's Top 3 Brilliant Kid Guests! (07:06 - 07:33)

Steve : You really love numbers, man. When'd you first realize that you were really good at math?

Miguel : When I was two years old, I just took some clay containers and just stacked them up and counted them. And then when I was four years old, I started doing complex math.

Steve : When you say complex math, like, what do you mean? What's complex math?

Miguel : Like finding areas of pentagons.

*Steve : **I thought he was going to say something like division.***

The datum above contains the context in which Steve invited three talented children to show their talents on the talk show. In the context above is Miguel, a genius child in mathematics. The context above tells of Steve asking how Miguel first realized he was good at mathematics. Miguel also said that this happened when he was two years old and started doing difficult mathematics at the age of 4 years. Miguel's answer made Steve curious about what kind of difficult mathematics was done when he was still a toddler. Then Miguel answered that he had found the Pentagon area when he was four years old.

This datum contains a flouting maxim of relation in Steve's utterance: "**I thought he was going to say something like division.**" This is because Steve's utterance does not correlate with the topic that Miguel said. Miguel said that the hard math he was doing was finding the area of a pentagon, but Steve said that he thought it was division. Finding the area of a pentagon is more complex because it is related to formulas, while division is relatively simpler. However, Steve's words may have been said deliberately to invite laughter from the audience.

Datum 7

Junior Love Officer Lil' James Introduces His New Crush (06:01 - 06:52)

Steve : Since James was last on the show, folks have been in-boxing him, I understand from all the producers, for love advice. Are you surprised by that?

Micquell : Yes. Like, after the show, we was getting DMs, and I even had family members that would call me, asking to talk to Lil James. And, I'm thinking, the first one that called, I just thought he wanted to talk to James. And, when he got the phone, he said, "So James, I got a question for you." And, he told James he was in a relationship, and he was like, "I do not know if I need to stay with her or leave her." And, it messed my head up, 'cause I'm like, "What?" And then, he say, James was even confused as to why you asking' this. He said, "You the love officer, so I need to know," when James told the man, "Just leave her, and if she really love you, she'll get it right and come back for you."

*Steve : **Let me get away from the kids, right quick.***

The context above tells about Lil James, a child who went viral on social media and was invited as a guest star for this time by Steve. Steve immediately chatted with Lil James and asked him how he could go viral. Lil James explained how he started going viral on social media. Lil James said that he once dated a girl who was older than him, but they broke up because the girl liked her uncle. Then, Lil James has another girlfriend, Jojo Redd, and he has a crush on her. Previously, James and Jojo were good friends, so they often played together at Jojo's house. Long story short, James liked the little girl, and he asked Jojo's father for permission to make Jojo his girlfriend. Jojo's father forbade him and advised him that just being friends would be best. Then, in the context of what happened above, James' mother, Micquell, said that since James went viral, she often received Direct Messages from other people regarding their romantic relationships to ask James for advice.

In the datum above, Steve's utterance, "**Let me get away from the kids, right quick,**" is flouting the maxim of relation. This is because it is clear that what Steve said was unrelated to the topic discussed by Lil James' mother, Micquell. Micquell tells how Lil James became famous and was asked by other people for advice about romantic relationships, but Steve said, "Let me get away from the kids, right quick." However, what Steve said may have an implied meaning in it. Listeners could probably assume that Steve felt the topic was so absurd for a child being asked for advice by an adult that his statement was irrelevant to the topic being discussed.

Datum 8

Steve Harvey Text Messages A Shady Player - ON LIVE TV! (03:58 - 04:26)

Macy : This dude's girlfriend got the phone and said, "Why are you texting my boyfriend? Are you the girl from last night?"

Steve : Macy, how do you feel about what was written there?

Macy : He's a player, obviously.

Steve : Yeah, well, since she has his phone, you do not have to do this, but my response would be, no, I'm not the girl from last night, I'm the girl from the other night.

The context above occurs in the episode where Steve invites Macy, a woman who tells him about her romantic relationship via text messages. Macy told the talk show about how she chats with her crush. Macy said she had a good relationship with a man via text messages. However, when Macy chatted with this man, suddenly, Macy's message was answered by a girl who claimed to be this man's real girlfriend. Then this woman asked Macy why Macy was texting her boyfriend and asked if

Macy was the girl from last night. From here, Macy was quite surprised because it turned out that this man already had a girlfriend. Therefore, on this talk show, Macy asks Steve for advice on responding to this guy's girlfriend's reply. Steve also gave a counter-suggestion that was striking enough in this context to make the audience laugh.

The datum above contains a flouting maxim of relation where Steve says, **“Yeah, well, since she has his phone, you do not have to do this, but my response would be, no, I’m not the girl from last night, I’m the girl from the other night.”** This was caused by Steve's answer, which did not directly answer the girl's question. The question was whether Macy was the girl who met her boyfriend last night, which should have been answered by an explanation or clarification from Macy herself. The most important reason is that Steve gave an answer that seemed irrelevant to the question with his words about being the girl from the other night. Therefore, his irrelevance means Steve does not really address or help Macy's situation directly.

b. Flouting the Maxim of Manner

Flouting the maxim of manner occurs when speakers use ambiguous, unclear, and impolite language. In this case, speakers often flout the maxim of manner because they want to say something behind their words that seems confusing or hide their meaning (Cutting, 2002). The results of this research show that seven data show that Steve flouts the maxim of manner during talk show.

Datum 9

I'm Having a Baby with My Neighbor! II Steve Harvey (00:33 - 01:05)

Lillian : I'm currently pregnant from my 57 year old neighbor. Okay, he separated from his wife, but he has a girlfriend who's clearly his cousin.

Steve : He, okay, Therefore, currently pregnant by your 57 year old neighbor who is-

Lillian : Separated from his wife, but he has a girlfriend, which is his cousin. Okay, now wait, just wait, we just wait.

*Steve : No, no, I cannot wait. **I gotta drink this one swallow at a time, now I gotta go beat by beat because we're putting a lot on this sandwich.***

In the datum above, the context occurred when Lillian, as a guest star on this talk show, told how she became pregnant with her ex-boyfriend. The situation was quite conducive, with the audience listening carefully to the story. In this context, Lillian told dramatically that she was pregnant with her ex-boyfriend, who was 57 years old. She also added that her ex-boyfriend is now dating his cousin. In this context, Lillian tells a long story and is in a hurry; her story is complicated and dramatic. Steve, who heard it carefully, responded to Lillian's way of telling the story.

The datum above shows that Steve's utterance contains flouting maxims of manner. His statement in the sentence demonstrates this, "**I gotta drink this one swallow at a time, now I gotta go beat by beat because we're putting a lot on this sandwich.**" This is because, in Steve's utterance, some ambiguity is expressed, which defies the maxim of manner to communicate clearly. Steve uses several metaphors that confuse the listeners. "I gotta drink this one swallow at a time" is a

metaphor that describes the need to handle things slowly and gradually. However, in this context, Steve's metaphor does not directly clarify what he meant. "We're putting a lot on this sandwich" adds to the ambiguity. This word "sandwich" is not immediately clear in the context of Lillian's story about her pregnancy and her dramatic relationship. This makes the listener wonder about the connection between Lillian's story and the "sandwich." Therefore, the ambiguous language used by Steve makes it harder for listeners to interpret it.

Datum 10

I'm Having a Baby with My Neighbor! II Steve Harvey (08:38 - 09:09)

Steve : Now, lemme ask you this question. You say you want him to sign the birth certificate 'cause you want him to have his last name because?

Lillian : That's just what you do. Where I'm from. If your kid have your last name that mean you do not know who your kid for, and I'm not, I know who my baby for. I'm serious.

Steve : I know you know who your baby?

Lillian : For.

Steve : Who the baby for?

Lillian : Yeah.

Steve : Oh, who you had the baby for? See you had, damn it!

Lillian : Well you said "isn't" not ain't!

*Steve : **Just put "had" in there, this ain't no damn speech course.***

The context of the above conversation is between Steve and Lillian, where Lillian talks about why she wants her ex-boyfriend to sign their child's birth certificate and give their child his last name. Lillian said that where she was from if a child did not have the father's last name, it meant the mother did not know who the biological father was. So she said that she wanted to make sure everyone knew her

child's biological father by using this man's last name. However, the conversation caused a little confusion between Lillian and Steve regarding the way and pronunciation when Lillian told the story.

The datum above contains a flouting maxim of manner where there is ambiguity in Steve's utterance in the sentence, **“Just put ‘had’ in there, this ain't no damn speech course.”** In the sentence “Just put ‘had’ in there,” the instructions given by Steve are not specific about where exactly the word “had” should be placed in the sentence Lillian said. Lillian probably did not understand how to improve her sentences with these instructions. Then in **“This ain't no damn speech course,”** Steve uses “ain't” and “damn,” which is informal language. This can be unclear because Lillian may think that Steve wants a more relaxed use of language and does not care as much about grammar. However, the use of informal language could also imply that Steve is not serious about giving specific instructions about grammar. Therefore, this can confuse Lillian about how she should speak due to the ambiguity of Steve's non-specific instructions.

Datum 11

Steve Harvey's BIG Surprise For A School Bus Driver! (00:26 - 00:34)

Steve : Caroline, what you do for a living?

Caroline : I'm a retired bus driver.

Steve : You're a bus driver?

Caroline : Yes, sir.

*Steve : Yeah, that's good right here, yeah. **They must have put a pad on your seat.***

The context for this episode of Steve's TV Show invited a guest star, a woman who works as a bus driver for schoolchildren, Caroline. Caroline is a middle-aged woman bus driver who has a short stature. She was invited to this Talk Show to take part in a picture guessing game with prizes of \$1000. Before the game, in the context above, Caroline introduces herself to Steve as a bus driver delivering school children.

In Steve's utterance above, there is a flouting the maxim of manner: "**They must have put a pad on your seat.**" This was due to Steve's unclear words, which told them to put a pad on Caroline's seat. Steve could have said something clearer and more directly related to the fact that Caroline was a bus driver who was too short to sit in the driver's seat. But Steve instead makes an ambiguous statement about pillows, which requires additional interpretation for the listener to understand his true meaning.

Datum 12

Steve Harvey's BIG Surprise For A School Bus Driver! (07:41 - 08:11)

Steve : You will not look like this at 60.

Kim Gravel : You will not, you will look like this.

Carolina Guerra : I wish, baby, I wish.

Masika Kalysha : You're absolutely gorgeous.

Kim Gravel : You know?

Steve : I was looking at some pictures of me when I was 33 years old. I was going, man, boy, stomach smooth, 32 inch waist, tall, lean, broke.

Kim Gravel : Yeah. That part, that part.

*Steve : **Broke, my ass was broke.***

The context of the conversation above occurred when Steve invited three guest stars to the follow-up episode of *Caroline* as the children's bus driver. Steve invited three famous women, Kim Gravel, Carolina Guerra, and Masika Kalysha, for a discussion to exchange ideas about how people see us, how insecurity can occur, and make ourselves aware that we do not need to be required to be perfect. Here, Steve, as the host, also gives his opinions and tells how he was in the past.

This datum contains a flouting the maxim of manner in Steve's statement, **"Broke, my ass was broken,"** which is not a common expression. This is because listeners may not immediately understand Steve's meaning if unfamiliar with the expression. After all, the language used is harsh and ambiguous when expressing poverty. This expression cannot be interpreted literally and can make people who are not used to hearing it confused about what it means because "my ass" literally cannot be "broke." However, the purpose of Steve's statement was to emphasize how bad his financial situation was.

Datum 13

Steve Harvey's Acting Career SAVED By Kim Fields' Mom (07:42 - 07:46)

Kim Fields : We just celebrated our 10-year wedding anniversary this summer. And we've been together for 13 years. Yeah, 13 years. And the reason why I say ours was different, we were certainly not looking, and we met from a mutual friend, not from the standpoint of trying to make a connection, but we were all gonna go out to dinner, and it was one of those oh, who are you? Oh, wait a minute. Oh, wait a minute. And then, real talk, mom, close your ears for a second. I was like. And I was like what? That wasn't me at all. Y'all know that wasn't me at all.

Kim Fields's Mom : You gotta get her. You gotta help.

Steve : What the hell going on with Tootie? Damn Tootie.

The context of this episode, the guest star is Kim Fields, an actress known for her roles on “The Facts of Life” and “Living Single.” Kim was present to promote his book entitled “Blessed Life,” which tells the story of his 40-year career in the entertainment industry. Besides discussing her career, Kim also shares her life experiences, including how she unexpectedly met her husband. Her close friend, Tatyana Ali, was also invited and joined the conversation, telling how she met her husband online. In the context above, Steve, as a host, responded to Kim’s story by showing his surprise that Kim could talk so openly about her personal things.

In the datum above, there is a flouting maxim of manner from Steve’s utterance, “**What the hell is going on with Tootie? Damn Tootie.**” This relates to how Steve conveys his message, which can be considered ambiguous, rude, and unclear. Steve’s words, “What the hell is going on with Tootie? Damn Tootie,” use harsh and unclear expressions, which can make the audience confused as to whether Steve is really angry or just joking. Additionally, Steve suddenly calls Kim Fields “Tootie,” the character Kim plays on the TV show The Facts of Life. If listeners are not familiar with Kim’s past as “Tootie,” they may not immediately understand what Steve means, so his utterance sounds ambiguous and can be confusing.

Datum 14

Steve Harvey’s Top 3 Brilliant Kid Guests! (02:34 - 02:54)

Jojo : When you have a magnetic field and a current flowing it creates lower end's Force this force is why the motor spins. Lawrence was the guy who discovered this Force, so that's why it was named after him and his full name was Hendrick. I wasn't finished. I wasn't finished.
*Steve : **He wasn't finished, stop all that classic.***

The context of the datum above is that the Steve TV Show invited Jojo, one of the three special guest stars on the episode “Steve Harvey’s Top 3 Brilliant Kid Guests!.” Jojo is a boy who is good at science. In this talk show, he shows his skills to the audience. In the context above, Jojo explained the name of a force in his science experiment, this time, Lawrence Force. He explained the name of this force science very fluently and confidently. With his skill in explaining, Jojo received enthusiastic applause from the audience.

In the datum above, what Steve said, “**He wasn’t finished, stop all that classic,**” is a flouting the maxim of manner. This is because Steve, as the host of this talk show, did not respond using a direct and clear to ask the audience to stop clapping. There is a lack of clarity in the phrase “stop all that classic” in that what Steve means by “classic” is not immediately clear to the listener. The listener may need to guess or interpret what Steve means by the word “classic.”

Datum 15

Junior Love Officer Lil’ James Introduces His New Crush (08:59 - 09:12)

Lil James : To be honest, sometime I like to sing. I'm gonna be honest. But, sometime I like to rap. I'm a KR

Steve : You a what?

Lil James : KR.- A KR.

*Steve : **Kindergarten rapper?***

Lil James : Kid rapper.

Steve : Oh Kid Rapper. I am sorry.

In this datum, the context is about Steve, who has the guest star of a viral child on social media, Lil James. Here, Lil James is having fun telling the story with Steve and says he likes singing and rapping. He even wrote his song entitled “Crush.” With his ability to rap, the datum above shows his initials to Steve that he is a KR. However, the context here indicates that there are differences in the understanding of “KR,” according to Steve and Lil James.

There is a flouting maxim of manner in Steve’s utterance, “**Kindergarten Rapper.**” This is because there is ambiguity in what Steve said. In this case, Lil James uses the initials “KR,” which can mean many things. In the context of a conversation, these initials should be clear to everyone listening. However, Steve chose to interpret “KR” as “Kindergarten Rapper” rather than “Kid Rapper.” What Steve said was the kind of wordplay that creates ambiguity and vagueness, which is contrary to the principle of the maxim of manner. However, Lil James clarified the ambiguity that the meaning of “KR” is Kid Rapper, not Kindergarten Rapper.

c. Flouting the Maxim of Quantity

Flouting the maxim of quality occurs when the speaker says something that does not fit the pronunciation portion required by listeners. In this case, the speaker usually provides information or says something too much or too little (Cutting, 2002). The results found in Steve's utterances, which contain flouting the maxim of quantity, are two data.

Datum 16

Steve Harvey's Top 3 Brilliant Kid Guests! (03:23 - 03:47)

Steve : Sophia, how are you darling
Sophia : I'm great
Steve : Nine years old, Where are you from?
Sophia : I'm from Cincinnati, Ohio
Steve : I like that
Sophia : I'm from Cleveland cool that you better know
Steve : That's cool uh-huh yeah, what grade are you in
Sophia : I'm in third grade
*Steve : **You nine, and you're in the third grade? Wow, I was 12.***

In the context above, the Steve TV Show was attended by three talented children guest stars, one of them is Sophia. Sophia said that she had advantages over her other friends in music, especially in playing the piano. In the context of the datum above, Steve asked Sophia, starting with her self-introduction. As in the datum above, Steve asked about Sophia's current age and grade.

The datum above shows Steve's utterance, which contains the flouting maxim of quantity, "**You nine, and you're in the third grade? Wow, I was 12.**" Steve asked how old Sophia was, and she answered, "Nine years old." Then, the next

question was regarding what grade Sophia was currently in. Sophia replied, “I’m in third grade.” From Sophia’s answer, Steve repeated what Sophia had just said, “You nine, and you’re in the third grade?” What Steve said showed his disbelief in Sophia’s answer just now. He continued with another statement, “Wow, I was 12.” What Steve said falls into the category of flouting the maxim of quantity. This is because what Steve said did not need to be told. Steve’s statement shows that he is providing too much information than necessary. So Steve’s utterance is included in the flouting maxim of quantity for too much and unnecessary information.

Datum 17

1-Year-Old Superbaby Is a Kickboxing Prodigy II Steve Harvey (07:08 - 07:14)

Cezar : Wait. You gotta kick outta his mouth, okay? You gotta kick it out-
*Steve : **I need all these teeth, I make all my money right here.***

In this context, Steve invited a magical toddler who was very talented in sports, Joshua, as his guest star this time. Joshua is a toddler who is not even two years old but can already do extraordinary things such as kickboxing. Joshua’s parents, who accompany him, said on this talk show that Joshua could kick every object he saw. The most special thing is that Joshua is not even two years old, and his balance and concentration when kicking something are very good; he does not even fall. Joshua shows his strengths on this talk show by trying to break a board. Apart from that, to show his skills on this talk show, he also practiced it by kicking the

carrot in Steve's mouth. The context in the datum above indicates that Joshua's father, Cezar, gave Joshua instructions before kicking the carrot in Steve's mouth.

In the datum above, Steve said, **“I need all these teeth, I make all my money right here,”** which contains a flouting maxim of quantity. This is because what Steve said contained more than the required information. This situation began when a little boy showed his skills by kicking the carrot in Steve's mouth. To respond to this, sufficient information may be a brief agreement, denial, or perhaps a simple expression of safety concern. In this case, Steve added more information than necessary instead of saying he was worried about his teeth. Not only did he say that Joshua should be careful when kicking carrots in his mouth, but he also emphasized that his teeth are important to his job and are his source of income. Therefore, flouting the maxim of quantity provides additional unsolicited context.

d. Flouting the Maxim of Quality

Flouting the maxim of quality occurs when the speaker does not speak according to his thinking. In this case, the speaker says something inaccurate about what actually happened, dishonest, or incorrect in conveying the information obtained (Cutting, 2002). The results of these findings contain one data that show that Steve flouts the maxim of quality.

Datum 18

Steve Harvey's Top 3 Brilliant Kid Guests! (09:58 - 10:10)

Steve : Listen to me, is your father here?

Miguel : Uh uh no

*Steve : Okay, that's because I have an important announcement to make to you. **I'm your real daddy.***

The context above explains the episode where three talented children were invited as guest stars. In the datum above is a guest star named Miguel. Miguel is a little boy who has a talent for mathematics. He showed his skills in calculating to Steve and the audience. In this context, Miguel challenged himself to test his numeracy skills with Steve. He completed the multiplication operation precisely and accurately. Then, after showing his extraordinary talent, Steve asked Miguel, "Listen to me, is your father here?" Because his father did not accompany him on this talk show, Miguel answered, "Uh uh, no." Then, Steve said to Miguel, "Okay, that's because I have an important announcement to make to you. I'm your real daddy."

The datum above is categorized as flouting the maxim of quality, with Steve stating that he is Miguel's real father with the sentence "**I'm your real daddy.**" Steve's statement is a lie whose truth cannot be proven, so it falls into the flouting maxim quality category. This is confirmed by evidence from a search that found no data on Steve's having a child named Miguel. Steve lied because he was amazed at Miguel's intelligence, so he claimed he was his real father. Therefore, Steve's statement flouts the maxim of quality because the quality of what he said cannot be trusted.

2. The use of flouting maxims by the Steve TV Show host to create verbal humor techniques

In this research, the researcher analyzed verbal humor techniques in the 18 data that had been collected. Then, the researcher used the theory of verbal humor techniques by Berger (2017) to help answer the second research question about how hosts use flouting maxims to create humor on the Steve TV Show. In this case, Berger (2017) has categorized verbal humor techniques into 15 types, namely *Allusion, Bombast, Definition, Exaggeration, Facetiousness, Insults, Infantilism, Irony, Misunderstanding, Literalness, Puns, Repartee, Ridicule, Sarcasm, Satire*. In this finding, the researcher found that the type of verbal humor technique that appeared most often was facetiousness, followed by irony, and the least frequently appeared were exaggeration, misunderstanding, and sarcasm. The data results of the verbal humor techniques are presented in Figure 2.

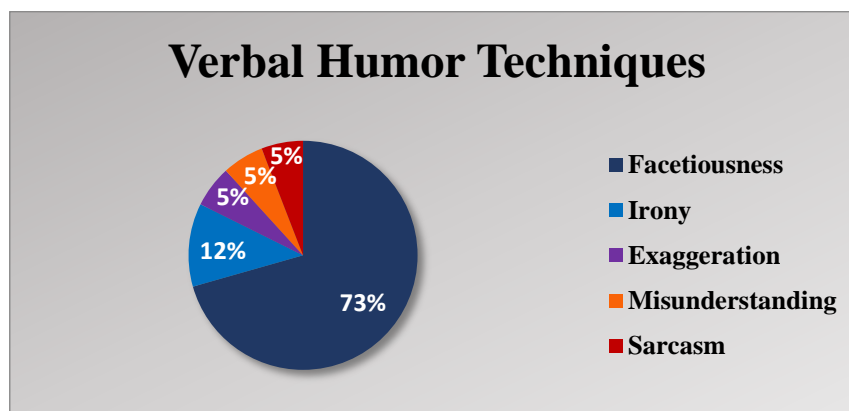


Figure 4. 2Verbal humor techniques created by flouting the maxim

The analysis results regarding the verbal humor techniques used by Steve in flouting the maxims are as follows, starting from the most dominant to the least dominant.

a. Facetiousness

Facetiousness is a verbal humor technique in which someone says something that looks serious but is actually just a joke to defuse the situation and make it more relaxed. It is often used when someone feels that the topic of conversation looks heavy or quite serious (Berger, 2017). In this case, 13 data points of facetiousness were found in Steve's flouting maxims.

In datum 1, Steve interrupted Lillian, who was talking about her ex-boyfriend who had sponsored her business, with the utterance “**I gotta sleep.**” He said it as if he wanted to tell Lillian he tried to sleep. Of course, what he said could not be taken seriously because the situation was that Steve was still filming a talk show, which made it impossible for him to sleep during the event. Listeners might be able to interpret the meaning of Steve’s utterance because he felt sleepy or tired of hearing Lillian’s story, so he wanted to lighten the atmosphere with random words. Therefore, what Steve said may sound serious, but it is actually just a joke.

In datum 2, Steve creates facetiousness by responding to Lillian’s serious complaints about her relationship with jokes that are not completely serious. When

Lillian was engrossed in talking about her life problems, Lillian realized that she was speaking too fast and asked Steve if he was going too fast, and Steve responded by saying, **“Fast and speed ain’t the problem, It’s the pronunciation.”** Instead of focusing on the serious conversation, Steve shifted his focus to things not directly related to the problem, such as Lillian’s pronunciation. Therefore, this creates a humorous moment for the audience as Steve utters a joke in a situation that might be more deserving of a serious response.

In datum 3, Steve said that he wanted to go to lunch. He suddenly spoke seriously as if telling Lillian he was going to lunch even though the talk show had not yet finished. Steve deliberately saying, **“Lady let me tell you something, I gotta go to lunch,”** avoids a heavy conversation by using the excuse of going to lunch. He deliberately uses language that seems serious but is actually joking to prevent uncomfortable situations humorously. Therefore, in this context, he wasn’t actually going to lunch but jokingly disguised as something that looked serious.

In datum 4, Steve responds to Lillian’s words regarding the use of the words “ain’t” and “isn’t” with an irrelevant but serious sentence, **“I, I have a talk show.”** Steve’s response did not answer Lillian’s question; instead, he shifted the focus to the fact that he was the host of this talk show. By saying, “I have a talk show,” Steve seems to give the impression that as host, he has the power to say or do anything up to him. However, the audience understood that Steve was diverting the conversation by using his position as host to joke and not give a serious answer.

In datum 5, Steve asks, "**You got, like, a truck or something?**" which does not match Jojo's age. Knowing that Jojo was an eight-year-old kid who did not yet have a driver's license, asking about the truck was Steve's way of making a joke that did not seem serious. Therefore, this makes the question seem like a light joke that is not serious. In this case, Facetiousness is created from the situation's absurdity, where an adult asks a child about things a child clearly cannot possibly have.

In datum 7, Steve responds to Micquell, Lil James' mother, who was busy telling stories about Lil James, which went viral on social media. Instead of giving a response, such as praising or responding to Micquell's story, Steve said that he wanted to stay away from Lil James. Steve said, "**Let me get away from the kids, right quick,**" but it was not something to be taken seriously because he did not want to get away from Lil James. He did this because maybe Steve wanted to lighten the atmosphere with his serious-looking utterance. Steve probably felt that Lil James was great at his age, and it was quite strange for a child to be asked for advice by an adult about romance. Therefore, the audience will understand that even though it looks serious, what Steve said was just a joke.

In datum 9, Steve creates facetiousness in the conversation by giving responses that do not seem serious, even though the situation being discussed by Lillian is quite complex. Instead of giving a serious response, Steve said, "**I gotta drink this one swallow at a time, now I gotta go beat by beat because we're putting a lot on this sandwich.**" to describe how he tries to understand Lillian's story. This gives the impression that the story is complicated and needs to be

understood bit by bit, like a sandwich full of filling. In this case, Steve uses the word “sandwich” as a metaphor to describe how complex Lillian’s story is. Therefore, Steve can dilute the story’s seriousness by conveying his response in a less serious way to add humor.

In datum 10, when Lillian mentions, “Well you said ‘isn’t’ not ‘ain’t,’” Steve replies in a joking and mildly frustrated tone, “**Just put ‘had’ in there, this ain’t no damn speech course.**” This statement shows that Steve is not serious about discussing the grammatical differences. In this case, Steve conveys his humor by implying that this grammar debate is unimportant and that people should not be so serious about it. Therefore, the humor here comes from reducing the tension associated with a serious debate over grammatical usage.

In datum 11, Steve saw that Caroline was short and suddenly blurted out, “**They must have put a pad on your seat.**” This is a joke that combines Caroline’s height with the work she does. This happened because Steve considered that as a bus driver, Caroline, who was short, might need a pad to sit higher in the bus seat. However, this is not meant to be something that can be taken seriously, but rather just a light joke. Steve creates facetiousness humor through light and non-serious comments about Caroline’s height in the context of her work to lighten the situation and make the conversation more relaxed.

In datum 13, Steve responds to Kim Fields’ story by saying, “**What the hell is going on with Tootie? Damn Tootie.**” The main purpose of Steve’s utterance is to create a lighter and more entertaining atmosphere, not to mock or demean Kim

Fields. Besides, calling “Tootie” in a seemingly serious tone is just a joke to show that he was having fun with the situation. Therefore, in this datum, Steve does not intend to make sharp mockery but instead makes funny and relaxed responds to make the audience laugh. The intention is not to trigger a strong emotional response, such as anger, but to create laughter with a light joke.

In datum 14, Steve tells the audience to stop clapping, saying, **“He wasn’t finished, stop all that classic.”** With his utterance, Steve wanted to highlight that Jojo’s explanation is ongoing. Therefore, do not clap. However, what makes it funny is that what Steve said seemed serious even though he was joking about the audience clapping too fast when a child was still busy explaining something. Therefore, Steve wasn’t actually angry or seriously asking the audience to stop. He was joking to add humor to a seemingly serious situation.

In datum 17, Steve expressed a seemingly serious concern about losing his teeth, **“I need all these teeth,”** and he also related it to his job as a talk show host, **“I make all my money right here.”** Although Steve states something that may be true, that his teeth are important to his job, he conveys this in a non-serious context. Steve deliberately said it to reduce the tension in the situation. He uses humor that seems serious but is intended to make the situation lighter and more entertaining, which is one of the characteristics of facetiousness.

In datum 18, Steve says, **“I’m your real daddy,”** right after Miguel shows off his math skills in front of the audience. Steve’s utterance was made to shock and entertain the audience, not to make a serious statement that he is Miguel’s father. The

reason behind Steve's utterance is that he admires Miguel's intelligence so much that he claims to be his real father. Therefore, what Steve said was clearly meant as a light joke, not a statement that could be taken seriously.

b. Irony

Irony is a type of verbal humor technique that occurs when the speaker says something that is usually different from what he said. In irony, there is a hidden meaning behind the utterance spoken, so it requires deeper understanding (Berger, 2017). The results of this analysis contained two data found on the flouting maxim that Steve used.

In datum 6, Steve responds by saying that he thought complicated mathematics meant to Miguel **“something like division.”** In contrast, the complex mathematics that Miguel has been doing since childhood was finding the area of pentagons. In this case, Steve creates irony by pointing out the huge difference between what is expected (division, which is relatively simple) and what Miguel has done (complicated math like finding the area of a pentagon). Steve's response reveals that he thinks what Miguel said was unusual for a child his age. Therefore, irony happens because he reduces these complex mathematical expectations to something simple, such as division.

In datum 16, Steve responds to Sophia, who said she was in 3rd grade at nine years old, by saying, **“Wow, I was 12.”** Steve said it to show his amazement that Sophia was in 3rd grade at nine years old. This is a joke because children around 8 or

9 years old are generally in 3rd grade instead of 12 years old. Therefore, irony arises from the discrepancy between what Steve says and the general facts in society that occur.

c. Exaggeration

Exaggeration is a type of verbal humor technique that is used by exaggerating the situation that occurred. In this case, speakers often use it to add drama to their utterance and make it sound funny (Berger, 2017). In this analysis, only one datum was found on the flouting maxim that Steve used.

In datum 12, Steve says, “I was looking at some pictures of me when I was 33 years old. I was going, man, boy, stomach smooth, 32 inch waist, tall, lean, broken.” Then he added again, “**Broke, my ass was broken.**” With these utterances, he describes his past with quite exaggerated descriptions. He uses quite dramatic descriptions with exaggerations about his former appearance and the financial difficulties he experienced, which adds an element of humor. Therefore, Steve was not serious in his dramatic description of his past appearance and financial circumstances. Instead, he purposely said this to make the audience laugh.

d. Misunderstanding

In this verbal humor technique, the listener and speaker often have different opinions about the meaning of something. Misunderstanding occurs due to the use of ambiguous and unclear language, which often causes misunderstandings between

speakers and listeners (Berger, 2017). This analysis found that one datum point is contained in Steve's flouting maxim.

In datum 15, Lil James mentioned that he was "KR," which is an abbreviation for "Kid Rapper," but Steve thought "KR" was an abbreviation for "Kindergarten Rapper." Steve and Lil James have different understandings of the abbreviation KR in this case. Steve's humor comes from the absurd understanding of KR as a "**Kindergarten Rapper,**" which is far from the original meaning of "Kid Rapper." Therefore, the misunderstanding of humor arises from Steve's misinterpretation of making a joke about the "Kindergarten Rapper," which is far from Lil James' original intention.

e. Sarcasm

Sarcasm occurs by saying something in cruel and hurtful language. This can aim to insinuate and ridicule someone with harsh language, even if the impression is just to be funny (Berger, 2017). The results of this analysis only contain one datum point, shown through the flouting maxim that Steve used.

In datum 8, instead of Steve giving serious suggestions for the accusations leveled against Macy, he advises by pretending to confess but by positioning himself as "**the girl from the other night.**" Steve responded to Macy that if it were Steve, he would admit that he did have a relationship with this man, not just from last night but from other nights, too. In this case, Steve's response sounds like a confession, but the real intent is to tease and ridicule the man for possibly being a "playboy." Steve's

veiled ridicule is a form of sarcasm in the way he responds to something serious, but he is making fun of a man who may frequently cheat or have many women.

B. Discussion

In this section, the researcher explains the results of the analysis presented in the findings. In this case, the explanation is based on the research question in this research, namely regarding flouting maxims and verbal humor techniques. Therefore, the researcher discusses the analysis results in Chapter IV based on the flouting maxim theory by Cutting (2002) and verbal humor techniques by Berger (2017).

There is a communication principle that makes communication between speaker and listener successful. The intended communication principle is to avoid flouting maxim. According to this principle, speakers must speak according to their portion in providing information, use clear language, convey information according to facts, and be by the topic being discussed (Cutting, 2002). However, if one of these principles is not fulfilled, communication be poor, and many misunderstandings occurs.

Speakers often flout the maxim by deliberately providing false and unreliable information, influencing other people's opinions, hiding their true intentions, avoiding awkward and serious situations, and insinuating others. Apart from that, flouting the maxim can also be done in various ways, such as providing inappropriate or less valid information, changing the conversation topic, and using ambiguous, harsh, and unclear words (Cutting, 2002). In the findings, there are results that Steve

often flouts the maxim of relation with utterances that are not appropriate to the topic being discussed.

The analysis results in this research showed that Steve's most dominant flouting maxim is the flouting maxim of relation. Steve often flouts the maxim of relation due to several factors. While filming the talk show, the host frequently had several unique guest stars, ranging from children to middle-aged people with various topics (Abbas, 2021). In this case, Steve often flouts the maxim of relation because it relates to the topic they presented. By changing the topic of conversation, Steve often flouts the maxim of relation when children talk seriously about something. This is probably because Steve wants to tease the children. After all, it's funny when children speak in a serious context. Therefore, Steve lightened the atmosphere to make it more relaxed for the children and audiences.

Apart from that, the data showed that Steve flouts the maxim of relation a lot, especially if the topic discussed is about romantic relationships, which can make the situation awkward. This is one of the reasons flouting maxim appears most often because the topics discussed often influence the host's response (Abbas, 2021). In this case, topics discussed by adults and middle-aged people are often quite complicated that can make Steve often flouts the maxim of relation by changing the topic to an irrelevant one (Cutting, 2002). Also, the context of the situation was quite serious and dramatic. Steve, who is a comedian, has to lighten the atmosphere by changing the serious topic to a more relaxed one that can make his audience laugh.

Steve also often tries to change the topic because he is bored with the situation that occurs with Lillian who had a baby with her ex. This is because in American culture, it is normal for couples to live in the same house who are not married and even have a baby (Wilcox & Wolfinger, 2018). Therefore, the topic of the problem in romantic relationships, such as Lillian's topic, often bore Steve because it was common in his country. Thus, in the Steve TV Show, Steve frequently flouts the maxim of relation to defuse the atmosphere, which is quite intense if the topic being discussed is serious, awkward, or boring.

The flouting maxim that Steve used the least is flouting the maxim of quality. In this case, Steve flouts the maxim of quality because he conveys his views subjectively. Steve's view cannot be trusted because he only gives his opinion without giving concrete evidence and it cannot be validated (Cutting, 2002). Apart from that, Steve also flouts the maxim of quality by providing false facts. This cannot be trusted because it does not correspond to the facts that actually happened. Overall, Steve flouts the maxim of quality, not to be believed by listeners but only to make a joke.

In practice, Steve often flouts maxims to achieve certain goals, including creating verbal humor techniques. In creating verbal humor techniques, this is a normal thing for speakers to do by hiding the original message (Berger, 2017). The findings showed four types of verbal humor techniques from flouting the maxims, namely facetiousness, irony, exaggeration, misunderstanding, and sarcasm. This can happen because when Steve flouts the maxim, he also intends to make his audience

laugh so that the situation on the talk show becomes more relaxed. By bending conversational rules, he taps into the unexpected, which surprises the audience and enhances the comedic effect. As a result, this technique helps maintain audience engagement and lightens even serious topics.

From several flouting maxims by Steve, the most dominant verbal humor technique resulting from flouting the maxims is facetiousness. This is because facetiousness is a type of humor that occurs when speakers use language that looks serious but is actually not (Berger, 2017). This type of humor technique often occurs in intense situations that seem serious. Steve, who is basically a comedian, does not like being in situations that are too intense. Because of this, Steve often lightens the atmosphere where most of the guests start telling stories seriously. In this situation, Steve usually speaks seriously, but in fact, what he says is just an unbelievable joke, which is a characteristic of facetiousness.

On the other hand, the humor that appeared the least was exaggeration, misunderstanding, and sarcasm. This is because, during the talk show, Steve does not overly dramatize his words, only referring to things most commonly known in society (Berger, 2017). There are rarely misunderstandings between what Steve means and what his guest stars mean, and he also infrequently uses sarcasm to insult someone. However, Steve rarely does this because he focuses on diluting serious situations by cracking funny jokes. Additionally, his approach tends to be light-hearted, avoiding any sharp or cutting remarks that might offend the audience. This keeps the atmosphere friendly and ensures the humor remains accessible to everyone.

Overall, the findings in Chapter IV produce data that answer the two research questions in this research. From the results of this research, the researcher can conclude that flouting maxims are closely related to verbal humor techniques. The analysis conclusions can be seen in the table below:

Table 4. 1The relation between flouting maxim and verbal humor techniques

Flouting the Maxim of Relation	Flouting the Maxim of Manner	Flouting the Maxim of Quantity	Flouting the Maxim of Quality
Facetiousness, Irony, Sarcasm	Facetiousness, Exaggeration, Misunderstanding	Facetiousness, Irony	Facetiousness
Datum 1, 2, 3, 4, 5, 6, 7, 8	Datum 9, 10, 11, 12, 13, 14, 15	Datum 16, 17	Datum 18

By combining Cutting's flouting maxim theory (2002) with Berger's verbal humor techniques theory (2017), this research has added new insight to the Steve TV Show talk show regarding the creation of humor by using flouting maxim. Nevertheless, this research also has limitations because the researcher only focuses on Steve as the research object and on videos uploaded in September 2023. In this case, the researcher cannot know how flouting maxims are used by the guest stars or in episodes other than September 2023. Therefore, it is hoped that further research can fill the weaknesses in this research.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains conclusions and suggestions on the analysis that has been presented. The findings are summarized in the conclusion session. Meanwhile, the last session includes suggestions for future researchers.

A. Conclusion

In the present research, the researcher has discovered the types of flouting maxims used by hosts on the Steve TV Show on the YouTube channel. The most dominant flouting maxim is the flouting maxim of relation, followed by the flouting maxim of manner and flouting the maxim of quantity. The last one is the flouting maxim of quality. The analysis results in this research showed that flouting the maxim is indirectly related to creating verbal humor techniques to create jokes.

Based on the findings analyzed, the researcher concluded that flouting the maxim of relation produced verbal humor techniques in the form of facetiousness, irony, and sarcasm. Flouting the maxim of manner produced facetiousness, exaggeration, and misunderstanding. Flouting the maxim of quantity produced facetiousness and irony. Last, flouting the maxim of quality produced facetiousness. Therefore, from the results of the analysis in this research, the researcher can conclude that the Steve TV Show host flouting the maxims aims to create various verbal humor techniques to make his audiences laugh.

B. Suggestions

The researcher provides suggestions specifically for various talk shows, especially in Indonesia, to attract more audience interest by bringing in guest stars who are unique and, of course, useful, not just viral. This is because, currently, many TV shows in Indonesia invite guest stars only because of their virality rather than their skills or talents. Apart from that, to attract the audience's interest, choosing a talk show with a humorous genre will be very popular among the public. Therefore, combining flouting maxim in various humor genre talk shows featuring talented guest stars will increase audience interest in Indonesian television.

Furthermore, the researcher suggests to future researchers to do further research with different objects. Using guest stars as a research object will be more interesting and can reveal more flouting maxims that occur. Other researchers can also examine flouting maxims, which are related to other humor-creation techniques such as logic or identity. This is because there is a lot of humor created through flouting maxims, which often makes the audience laugh apart from using verbal (language) humor techniques.

Finally, the researcher advises English literature students researching pragmatics to utilize the results of the analysis that the researcher has carried out. The results of this research will benefit students who focus their interest on linguistics, especially pragmatics. The researcher also hopes that this research can be used as learning material for students who are interested in deepening the relationship

between the flouting maxim theory (Cutting, 2002) and the theory of verbal humor techniques (Berger, 2017).

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CURRICULUM VITAE



Widya Paraswati was born in Bojonegoro on September 18, 2001.

She graduated from MAI ATTANWIR Talun, Bojonegoro in 2020.

During her study at Senior High School, she actively participated in Attanwir Language Center organization (ALC) as a publication.

She also participated in several Islamic calligraphy and English speech competitions. She started her higher education in 2020 at the Department of English Literature UIN Maulana Malik Ibrahim Malang.

APPENDIX

Episode: I'm Having a Baby with My Neighbor! II Steve Harvey

Datum	Time	Utterance	Flouting Maxim			
			Quantity	Quality	Relation	Manner
9	(00:33 - 01:05)	<p>Lillian : I'm currently pregnant from my 57 year old neighbor. Okay, he separated from his wife, but he has a girlfriend who's clearly his cousin.</p> <p>Steve : He, okay, Therefore, currently pregnant by your 57 year old neighbor who is-</p> <p>Lillian : Separated from his wife, but he has a girlfriend, which is his cousin. Okay, now wait, just wait, we just wait.</p> <p>Steve : No, no, I cannot wait. I gotta drink this one swallow at a time, now I gotta go beat by beat because we're putting a lot on this sandwich</p>				✓
1	(02:35 - 03:04)	<p>Lillian : He cooked food for me, he let me drive his brand new truck, he sponsored my business for my summer reading program for the kids to go on a field trip</p> <p>Steve : He sponsored</p>			✓	

		<p>your what? Lillian : My business. Steve : For your? Lillian : For The summer reading program. I have a Painting with a Twist, it ain't me. He sponsored my business. Steve : Wait a minute, hold on. I gotta sleep.</p>				
2	(05:22 - 05:54)	<p>Lillian : It was like you just was lying the whole while about her saying that y'all was, she was saying you was a quick man and this and that. All kinds of stuff. Steve : Yeah, cool. Y'all take care of yourselves. Hey, thank y'all for coming. Lady let me tell you something, I gotta go to lunch.</p>			✓	
3	(06:34 - 07:00)	<p>Lillian : I really want him to be in my kid life, but I'm not finna force nobody to do nothing. I can do it by myself. I did it already. Like, I'm not finna force nobody to do nothing then my kid gets mistreated, I'm good. I just want you to sign a birth certificate so my kid won't have my last</p>			✓	

		<p>name because I know who the kid for. That'll be dumb, so just be sitting up-</p> <p>Steve : What?</p> <p>Lillian : Huh? I talk too fast, okay.</p> <p>Steve : Fast, speed ain't the problem, It's the pronunciation.</p>				
10	(08:38 - 09:09)	<p>Steve : Now, lemme ask you this question. You say you want him to sign the birth certificate 'cause you want him to have his last name because?</p> <p>Lillian : That's just what you do. Where I'm from. If your kid have your last name that mean you do not know who your kid for, and I'm not, I know who my baby for. I'm serious.</p> <p>Steve : I know you know who your baby?</p> <p>Lillian : For.</p> <p>Steve : Who the baby for?</p> <p>Lillian : Yeah.</p> <p>Steve : Oh, who you had the baby for? See you had, damn it!</p> <p>Lillian : Well you said "isn't" not ain't!</p> <p>Steve : Just put "had" in there, this ain't no damn speech course.</p>				✓
4	(09:10 -)	Lillian : You the one just said do not use			✓	

	09:36)	<p>“isn’t”, use ain’t. Steve : Huh? Lillian : You said do not use ‘isn’t’, use “ain’t.” Steve : I, I have a talk show.</p>				
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Episode: Steve Harvey’s BIG Surprise For A School Bus Driver!

Datum	Time	Utterance	Flouting Maxim			
			Quantity	Quality	Relation	Manner
11	(00:26 - 00:34)	<p>Steve : Caroline, what you do for a living? Caroline : I’m a retired bus driver. Steve : You’re a bus driver? Caroline : Yes, sir. Steve : Yeah, that’s good right here, yeah. They must have put a pad on your seat.</p>				✓
12	(07:41 - 08:11)	<p>Steve : You will not look like this at 60. Kim Gravel : You will not, you will look like this. Carolina Guerra : I wish, baby, I wish. Masika Kalysha : You’re absolutely gorgeous. Kim Gravel : You know? Steve : I was looking at some pictures of me when I was 33 years old. I was going, man, boy, stomach smooth,</p>				✓

		32 inch waist, tall, lean, broke. Kim Gravel : Yeah. That part, that part. Steve : Broke, my ass was broke.				
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Episode: Steve Harvey's Acting Career SAVED By Kim Fields' Mom

Datum	Time	Utterance	Flouting Maxim			
			Quantity	Quality	Relation	Manner
13	(07:42 - 07:46)	Kim Fields : We just celebrated our 10-year wedding anniversary this summer. And we've been together for 13 years. Yeah, 13 years. And the reason why I say ours was different, we were certainly not looking, and we met from a mutual friend, not from the standpoint of trying to make a connection, but we were all gonna go out to dinner, and it was one of those oh, who are you? Oh, wait a minute. Oh, wait a minute. And then, real talk, mom, close your ears for a second. I was like. And I was like what? That wasn't me at all. Y'all know that wasn't me at all. Kim Fields's Mom : You gotta get her. You				✓

		gotta help. Steve : What the hell going on with Tootie? Damn Tootie.				
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Episode: Steve Harvey's Top 3 Brilliant Kid Guests!

Datum	Time	Utterance	Flouting Maxim			
			Quantity	Quality	Relation	Manner
5	(00:20 - 00:37)	Steve : Jojo, how old are you? Jojo : Well, right now I'm eight years old. Steve : Do you have fun? Other than science, do you do anything for fun? Jojo : Uh, yeah. Steve : You got, like, a truck or something? Jojo : I do not even have a driver's license. You had to be 16 years old to drive?			✓	
14	(02:34 - 02:54)	Jojo : When you have a magnetic field and a current flowing it creates lower end's Force this force is why the motor spins. Lawrence was the guy who discovered this Force, so that's why it was named after him and his full name was Hendrick. I wasn't finished. I wasn't finished. Steve : He wasn't finished, stop all that				✓

		classic.				
16	(03:23 - 03:47)	Steve : Sophia, how are you darling Sophia : I'm great Steve : Nine years old, Where are you from? Sophia : I'm from Cincinnati, Ohio Steve : I like that Sophia : I'm from Cleveland cool that you better know Steve : That's cool uh-huh yeah, what grade are you in Sophia : I'm in third grade Steve : You nine, and you're in the third grade? Wow, I was 12.	✓			
6	(07:06 - 07:33)	Steve : You really love numbers, man. When'd you first realize that you were really good at math? Miguel : When I was two years old, I just took some clay containers and just stacked them up and counted them. And then when I was four years old, I started doing complex math. Steve : When you say complex math, like, what do you mean? What's complex math? Miguel : Like finding areas of pentagons.			✓	

		Steve : I thought he was going to say something like division.				
18	(09:58 - 10:10)	Steve : Listen to me, is your father here? Miguel : Uh uh no Steve : Okay, that's because I have an important announcement to make to you. I'm your real daddy.		✓		

Episode: Junior Love Officer Lil' James Introduces His New Crush

Datum	Time	Utterance	Flouting Maxim			
			Quantity	Quality	Relation	Manner
7	(06:01 - 06:52)	Steve : Since James was last on the show, folks have been in-boxing him, I understand from all the producers, for love advice. Are you surprised by that? Micquell : Yes. Like, after the show, we was getting DMs, and I even had family members that would call me, asking to talk to Lil James. And, I'm thinking, the first one that called, I just thought he wanted to talk to James. And, when he got the phone, he said, "So			✓	

		<p>James, I got a question for you.” And, he told James he was in a relationship, and he was like, “I do not know if I need to stay with her or leave her.” And, it messed my head up, ’cause I’m like, “What?” And then, he say, James was even confused as to why you asking’ this. He said, “You the love officer, so I need to know,” when James told the man, “Just leave her, and if she really love you, she’ll get it right and come back for you.”</p> <p>Steve : Let me get away from the kids, right quick.</p>				
15	(08:59 - 09:12)	<p>Lil James : To be honest, sometime I like to sing. I’m gonna be honest. But, sometime I like to rap. I’m a KR</p> <p>Steve : You a what?</p> <p>Lil James : KR- A KR.</p> <p>Steve : Kindergarten rapper?</p> <p>Lil James : Kid rapper.</p> <p>Steve : Oh Kid Rapper. I am sorry.</p>				✓

Datum	Time	Utterance	Flouting Maxim			
			Quantity	Quality	Relation	Manner
17	(07:08 - 07:14)	Cezar : Wait. You gotta kick outta his mouth, okay? You gotta kick it out- Steve : I need all these teeth, I make all my money right here.	✓			

Episode: Steve Harvey Text Messages A Shady Player - ON LIVE TV!

Datum	Time	Utterance	Flouting Maxim			
			Quantity	Quality	Relation	Manner
8	(03:58 - 04:26)	Macy : This dude's girlfriend got the phone and said, "Why are you texting my boyfriend? Are you the girl from last night?" Steve : Macy, how do you feel about what was written there? Macy : He's a player, obviously. Steve : Yeah, well, since she has his phone, you do not have to do this, but my response would be, no, I'm not the girl from last night, I'm the girl from the other night.			✓	

Episode: I'm Having a Baby with My Neighbor! II Steve Harvey

Datum	Time	Utterance	Verbal Humor Techniques														
			Allusion	Bombast	Definition	Exaggeration	Facetiousness	Insults	Infantilism	Irony	Misunderstan	Literalness	Puns	Repartee	Ridicule	Sarcasm	Sature
9	(00:33-01:05)	Lillian : I'm currently pregnant from my 57 year old neighbor. Okay, he separated from his wife, but he has a girlfriend who's clearly his cousin. Steve : He, okay, Therefore, currently pregnant by your 57 year old neighbor who is- Lillian : Separated from his wife, but he has a girlfriend, which is his cousin. Okay, now wait, just wait, we just wait. Steve : No, no, I cannot wait. I gotta drink this one swallow at a time, now I gotta go beat by beat because we're putting a lot on this sandwich					✓										
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12	(07:41 - 08:11)	<p>Steve : You will not look like this at 60. Kim Gravel : You will not, you will look like this. Carolina Guerra : I wish, baby, I wish. Masika Kalysha : You're absolutely gorgeous. Kim Gravel : You know? Steve : I was looking at some pictures of me when I was 33 years old. I was going, man, boy, stomach smooth, 32 inch waist, tall, lean, broke. Kim Gravel : Yeah. That part, that part. Steve : Broke, my ass was broke.</p>	✓						
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Episode: Steve Harvey's Acting Career SAVED By Kim Fields' Mom

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Episode: Steve Harvey's Top 3 Brilliant Kid Guests!

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14	(02:34-02:54)	<p>Jojo : When you have a magnetic field and a current flowing it creates lower end's Force this force is why the motor spins. Lawrence was the guy who discovered this Force, so that's why it was named after him and his full name was Hendrick. I wasn't finished. I wasn't finished.</p> <p>Steve : He wasn't finished, stop all that classic.</p>	✓															

