

**IMPLICATURE OF HUMOR IN UNCLE ROGER'S TIKTOK  
COOKING VIDEOS**

**THESIS**

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG  
2024**

**IMPLICATURE OF HUMOR IN UNCLE ROGER'S TIKTOK  
COOKING VIDEOS**

**THESIS**

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the Requirements for the Degree of *Sarjana Sastra* (S. S.)

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2024**

## STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Impicature of Humor in Uncle Roger's TikTok Cooking Videos**” 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 any objection or claim, I am the only person who is responsible for that.

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## APPROVAL SHEET

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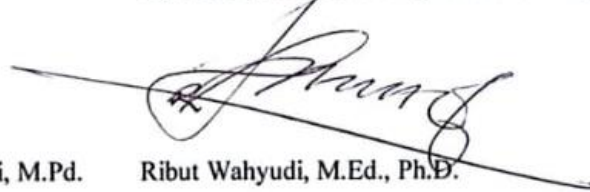
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## **MOTTO**

“Bahwa manusia hanya memperoleh apa yang telah diusahakannya, dan bahwa sesungguhnya usahanya itu kelak akan diperlihatkan (kepadanya), kemudian dia akan diberi balasan dengan balasan yang paling sempurna, bahwa sesungguhnya kepada Tuhanmulah kesudahan (segala sesuatu).”

(QS. An-Najm Ayat 39-42)

## **DEDICATION**

This thesis is proudly dedicated to:

I proudly dedicate this thesis to my parents, Samrozi and Ita Nur Chotimah. Especially for my Mom, I apologize, even though it is late and Mom did not have time to see her daughter get a bachelor's degree but I am sure my Mom must be proud and always proud to see my process and achievements that are not comparable to the sacrifices, support and prayers she has given.

## ACKNOWLEDGEMENT

Praise be to Allah Subhanahu Wa Ta'ala because with His grace and grace, this research can be completed with the title **“Implicature of Humor in Uncle Roger's Tiktok Cooking Videos”** as a requirement for obtaining a Bachelor of Literature (S.S) degree. Shalawat and salam may remain poured out to our lord, the Prophet Muhammad SAW.

During the process of writing this thesis, the researcher realizes that this thesis can be completed well thanks to the help, guidance, support, and prayers of various parties. Therefore, the author would like to humbly thank: The Rector of Maulana Malik Ibrahim State Islamic University Malang, Prof. M. Zainuddin, M. A., the Dean of the Faculty of Adab and Humanities, Dr. M. Faishol, M. Ag. who has given permission for the completion of this thesis, as well as the Head of the English Department, Mr. Ribut Wahyudi, M. Ed, and my academic advisor, Moh. Mahrus Ali, M.Sn., thesis supervisor who patiently provided advice, direction, and guidance to the author, Mrs. Deny Efita Nur Rakhmawati, M. Pd. Thanks also to the thesis examiners, Dr. Yayuk Widyastuti Herawati, M.Pd. and Dr. Lina Hanifiyah, M.Pd. and all lecturers of the English Department for the knowledge that has been given during the lecture period.

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my friend Sonya, who always provides support. Thank you also to my friends in English Literature class of 2020, especially Umik, Bunga, Erika, and Ulla who always helped when the author had difficulties. Thank you to KKM 34 Sukoanyar friends, especially Nada. I am also grateful to Farchan, Rich Aunty Squad and alumni covid-19 friends who I cannot mention one by one, thank you for motivating the author in completing this thesis.

Finally, the author realizes that this paper is far from perfect. Therefore, the author hopes for criticism and suggestions that help to make this thesis better. The author hopes to help the readers by providing new insights into research in the field of linguistics, and especially for students majoring in English literature. Aamiin Ya Robbal'alamin...

Malang, 29 October 2024

The researcher,



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## ABSTRACT

**Durotul Munawaroh, Elya** (2024). *Implicature of Humor in Uncle Roger's TikTok Cooking Videos*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Deny Efiti Nur Rakhmawati, M.Pd.

*Keywords: Implicature, Humor, Cooking Video*

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The process of information exchange that takes place in a communication is sometimes spoken using implied meaning. This research was conducted to find out the implicature and the function of implicature contained in humor sentences. In this case, the implicature and its function need to be understood to prevent misunderstanding in communication. The method used in this research is qualitative with a descriptive approach. The theory used to determine the sentences containing humor is Shade's theory (1996), while the theory used to determine the type of implicature is Yule's theory (1996) and to find out the function of implicature using Searle's theory (1969). This study found that there are irony, sarcasm, parody and wit humor. The implicatures found are specific conversational implicature and general conversational implicature. Meanwhile, expressive function is the function of the most dominant implicature from assertive, directive and declarative functions. This study shows that the way of communicating such as the use of implicature and the function of implicature in utterances can affect the results of effective humor in interaction.

## خلاصة

درة المنوره، البيا(2024) التضمنين على الفكاهة في فيديو تيك توك طبخ العم روجر قسم الأدب الإنجليزي، كلية العلوم الثقافية، جامعة مولنا مالك إبراهيم الإسلامية الحكومية، مالنج. المشرف ديني أفيثا نور رحماواتي، دكتوراه في الطب.  
الكلمات المفتاحية: التضمنين، الفكاهة، فيديو طبخ

يتم أحياناً التحدث عن عملية تبادل المعلومات التي تحدث في الاتصال باستخدام معنى ضمني. أجري هذا البحث لمعرفة التضمنين ووظيفة التضمنين الواردة في الجمل الفكاهية. في هذه الحالة، يجب فهم المغزى ووظيفته لمنع سوء الفهم في التواصل. الطريقة المستخدمة في هذا البحث هي الطريقة النوعية مع المنهج الوصفي. النظرية المستخدمة لتحديد الجمل المتضمنة للفكاهة هي نظرية شايد (1996)، أما النظرية المستخدمة لتحديد نوع التضمنين فهي نظرية يول (1996) ولمعرفة وظيفة التضمنين باستخدام نظرية سيرل (1969). وجدت هذه الدراسة أن هناك سخرية وسخرية ومحاكاة ساخرة وروح الدعابة. التضمنينات التي تم العثور عليها هي تضمنينات تحادثية محددة وتضمنينات تحادثية عامة. وفي الوقت نفسه، فإن الوظيفة التعبيرية هي وظيفة التضمنين الأكثر شيوعاً من الوظائف التوكيدية والتوجيهية والتصريحية. وتبين هذه الدراسة أن طريقة التواصل مثل استخدام التضمنين ووظيفة التضمنين في الكلام يمكن أن تؤثر على نتائج الفكاهة الفعالة في التفاعل.

## ABSTRAK

**Durotul Munawaroh, Elya** (2024). *Implikatur pada Humor dalam Vidio TikTok Paman Roger*. Skripsi. Program Studi Sastra Inggris Fakultas Humaniora Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing Deny Efiti Nur Rakhmawati, M.Pd

*Kata Kunci: Implikatur, Humor, Vidio Memasak*

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Proses pertukaran informasi yang berlangsung dalam suatu komunikasi, terkadang diucapkan menggunakan makna yang tersirat. Penelitian ini dilakukan untuk mengetahui implikatur dan fungsi implikatur yang terkandung dalam kalimat humor. Dalam hal ini, implikatur dan fungsinya perlu dipahami untuk mencegah terjadinya kesalahpahaman dalam berkomunikasi. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan pendekatan deskriptif. Teori yang digunakan untuk menentukan kalimat yang mengandung humor adalah teori Shade (1996), sedangkan teori yang digunakan untuk menentukan jenis implikatur adalah teori Yule (1996) dan untuk mengetahui fungsi implikatur menggunakan teori Searle (1969). Penelitian ini menemukan bahwa terdapat humor ironi, sarkas, parodi dan wit. Implikatur yang ditemukan adalah implikatur percakapan khusus dan implikatur percakapan umum. Sedangkan, fungsi ekspresif adalah fungsi dari implikatur yang paling dominan dari fungsi asertif, direktif dan deklaratif. Dalam penelitian ini ditunjukkan bahwa cara berkomunikasi seperti penggunaan implikatur dan fungsi dari implikatur pada ujaran dapat mempengaruhi hasil humor yang efektif dalam berinteraksi.

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## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

In today's internet era, social media is one of the most popular of society, one of which is TikTok. TikTok has become one of the most popular social media sites in the world. TikTok is also one of the fastest growing social media platforms in the world (Forbes, 2020). The company has seen a significant increase in the number of monthly active users, reaching more than 1 billion users worldwide in 2021, making it a platform capable of dominating various global markets in a short period of time. TikTok is currently available in 75 languages and is in the top 25 in 135 countries. About 800 million people are active on TikTok every month (Gautama, 2022). TikTok often presents entertainment content that includes educational content, tutorials, and stories, sometimes with a comedic twist. TikTok allows users to create and share short videos that are quick and easy to edit with various effects and sounds in its gallery (Forbes, 2020).

One of TikTok's main attractions is its cooking content, which attracts millions of users with inventive and appetizing videos. Creators provide recipes, cooking advice, and visually appealing presentations in a short and engaging format. One such TikTok user, Nigel Ng, is a quirky and entertaining character with an account called Uncle Roger. Uncle Roger shares interesting content, namely videos where he comments on cooking videos. More than a billion active users belong to TikTok, and many of them

are known for their unique characters and entertaining content. Unique delivery styles, sarcastic humor, and engaging content, especially about Asian food chats, are reasons for preferring certain creators, such as Uncle Roger. Uncle Roger stands out from other creators, attracting audiences from various cultural backgrounds.

Uncle Roger has a unique approach to presenting content through his strong comedic persona. Uncle Roger focuses on cooking topics with an engaging humor style, and he also has a variety of programs such as collaborations and general comedy, which makes it more interesting. This shows that a consistent digital personality and flexibility of topics can build broad audience engagement. Uncle Roger is active on his TikTok account, with a short video format that is more accessible and connects with a wider audience through sharing and discoverability by using viral hastags.

Malaysian comedian Nigel Ng, known as Uncle Roger, has a hilarious and expressive character. Uncle Roger often delivers humorous messages with his distinctive style of language and spontaneous reactions. Uncle Roger uses humorous language and spontaneous reactions when commenting on cooking videos in a mesmerizing way in each video, and often with a thick accent, which is his trademark. Uncle Roger manages to create a fun atmosphere for his audience by combining innovative use of language and funny facial expressions, making him one of the most beloved figures in the world of online content. According to Martin & Ford (2018), humor is a wide-ranging term that includes everything that people say or do

that makes other people laugh as well as the cognitive processes involved in producing and identifying such a humorous stimulus and the resulting emotional response of mirth.

With his funny speaking style and facial expressions, Uncle Roger attracts the attention of his audience. Uncle Roger indirectly creates an atmosphere where the audience can draw implicit conclusions about cooking standards or criticize certain cooking techniques. Through his hilarious speaking style, Uncle Roger may convey an implicit message about the authenticity of a dish or may provide a hidden critique of certain cooking traditions. In this situation the audience is expected to understand how the message is conveyed in the content.

However, when the process of information exchange takes place in a communication, sometimes the information spoken by a communicator to someone uses implied meaning. In this case, the listener or speech partner has the freedom to make interference with what the speaker meant (Yule, 1996). This gives rise to the term hidden meaning or known as implicature. Implicature can also be used to analyze humorous speech. The humor in Uncle Roger's tiktok videos commenting on others in cooking presented by often relies on the clever and innovative use of implicature with the use of language that invites laughter and often uses wordplay, irony, and deliberate exclusion. Therefore, the topics presented by Uncle Roger are not only entertaining, but also encourage the audience to read between the lines of his words, which results in an interesting and profound implicative dimension.

In this way, he not only commenting other's cooking videos but also presents a clever comedic element and creates a unique and interesting appeal to the audience.

In this study, the humor used by Uncle Roger to comment on other people's cooking videos contains implicature. Implicature is used to take into account what is suggested or what is conveyed by speakers that is different from what is literally stated (Brown & Yule, 1996). Implicature will help communicate more efficiently even if it is not actively conveyed by the communicator. The importance of this communication shows clearly that implicature plays a role in language change to trigger syntactic and semantic changes (Rina et al, 2020). In addition, according to Grice (1975), implicature is a technical term in the linguistic subfield of pragmatics, which refers to what is suggested in an utterance, even though it is not expressly expressed or implied (accompanied) by the utterance. Yule (1996) also argues that implicature is an additional meaning that is expressed or is something that must be more than just the meaning of words. Based on this definition, implicature can be interpreted as the meaning in a sentence, utterance or statement that is not directly expressed by the speaker.

In addition, there is an implicature function that can be used to convey the implied meaning contained in the utterance. In analyzing the function of implicature, the researcher uses the theory of Searle (1969) which discusses the types of speech acts. Searle (1969) defines speech acts into several parts, he divides into five types of speech acts which include

assertive, directive, commissive, expressive and declarative functions. Examples of assertive functions are stating, informing, reporting. The directive function is advising, ordering, requesting, then the commissive function is making a commitment or promise, then the expressive function is thanking, insinuating, mocking, and the declarative function is stating something.

Several previous studies have analyzed various kinds of implicature and humor. One of them is research conducted by Angesti and Meilasari (2021) with the title *The Study of Implicature and Humorous Devices of Dark Memes*. Furthermore, research conducted by Wahyufi et al.(2020), with the research title *A Pragmatic Study on Conversational Implicature in Felicia N. S.'S Indonesian Political Humor*. There is also previous research with the title *Analysis of Humor in The Big Bang Theory by Using Relevance Theory: A Pragmatic Study*. And research conducted by Yang Yang (2020), entitled *Analysis of Verbal Humor in Friends from a Perspective of Pragmatic Presupposition*. The study aims to find out what types of implicatures are contained in the object and what types of humor devices are used. This research is also descriptive qualitative research. Then Afdhal and Hamzah (2019) also conducted research on the type of humor contained in Ustadz Abdul Somat's preaching with the title *An Analysis of Verbal Humor Found in Preaching Ustadz Abdul Somat*.

Previous research also examines Grice's maxim violation to form humor. Among them is research conducted by Al-Zubeiry (2020), with the

title *Violation of Grice's maxims and humorous implicatures in the Arabic comedy Madrasat Al-Mushaghbeen*. Furthermore, research conducted by Boukhelif, et al. (2023), with the title *Relevance Maxim Violation and Conversational Implicature in Online Humorous Discourse*. This study aims to find Grice's maxims violations that cause humor and cause conversation in online Algerian jokes. This study found that online jokes that violate relevance maxims are the funniest.

This previous research examines the types of implicature, including research conducted by Fitria, et al. (2023), entitled *Implicature Analysis on Online Lecture Courses of English Education Study Program*. The purpose of this study is to identify the types and consequences of online lecture courses of English education study program in one of the universities in Yogyakarta. The next research is a study that analyzes the function of implicature. This research was conducted by Ayuni, et al. (2023), with the title *The Function of Implicatures in Instagram Social Media Humor Discourse and Its Implementation as Anecdotal Text Teaching Materials*. The purpose of this study is to evaluate the role and purpose of implicatures in humor discourse on Instagram social media, as well as explain how to use them as anecdotal text lessons. This descriptive qualitative research collected data through observation, recording, and documentation.

Previous research that discusses implicature and implicature functions. The first research was conducted by Harianto, et al. with the title *An Analysis Of The Implicature Of Forms And Functions In The Film Ajari*

*Aku Islam*. This research aims to find out the implicatures contained in humor and also their functions. Both studies also use Searle's theory to determine the types of implicature functions contained in the data.

The study conducted in the research has similarities in other studies in terms of implicature, but in this study the researcher discusses the implicature contained in humor in TikTok videos. This study focuses on the implicature contained in the humor contained in the content of food or cooking videos on Uncle Roger's TikTok account and the function of the implicature contained in the humor presented by Uncle Roger. Not only that, the object used in this research is also still rarely used. Therefore, research that examines this context is still very limited. The novelty offered is that this research can provide new examples of how implicature and humor are used in communication and uncover hidden meanings in cooking content. The results show that certain patterns in the use of implicature and humor increase audience understanding and engagement with the content. These results suggest that humor is effective in conveying implicit messages, especially in videos related to cooking.

## **B. Research Questions**

This research was conducted to answer the following questions:

1. What types of humor are used by Uncle Roger in his tiktok video?
2. What types of implicature are found in Uncle Roger's humorous TikTok cooking videos?

3. What are the functions of the implicature in Uncle Roger's humorous TikTok cooking videos?

### **C. Research Significance**

The researcher believed that this study can be a reference for research in the field of linguistics through new perspectives and data used in the research. This is especially true if it is necessary to better understand the field of pragmatics. By involving pragmatic analysis, the research can provide a relevant theoretical and methodological foundation for more advanced research in this field. This research also has practical applications to understand how language is used in everyday life. Therefore, this research can be categorized as practical research. This research aims to provide a useful understanding of the theory and its practical application in various everyday communication situations.

### **D. Scope and Limitation**

This research uses pragmatic analysis, specifically focusing on the concept of implicature as displayed through words and sentences in humorous TikTok videos by Uncle Roger. The study is limited to examining the types and functions of implicature found in Uncle Roger's TikTok videos where he humorously comments on cooking practices. Only selected videos within this context are analyzed to provide a focused and relevant interpretation of implicature in humor.



## E. Definition of Key Terms

The researcher provides a simple description of important research keywords to avoid misunderstandings. As follows:

1. **Implicature:** A meaning that is conveyed but not expressed explicitly. Since the speaker's utterance often contains more than just the literal meaning, the listener must make a thorough interpretation to understand the speaker's intended meaning.
2. **Humor** : A person's ability to find things funny, the way people see things as funny, or the quality of things being funny.
3. **TikTok** : A social networking app and music video platform that allows users to quickly and easily create, edit and share unique short video clips to share with friends and people around the world.
4. **Cooking Videos** : A video that shows the process of cooking, from preparing ingredients to a dish that is ready to be served.
5. **Uncle Roger:** A Malaysian comedian and celebrity whose real name is Nigel Ng Kin-ju, he was born on March 15, 1991, and lives in London, England.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 1. Pragmatics

Every human utterance not only consists of a word that has a literal meaning but also has a hidden meaning in it. Therefore, each person or listener may interpret it in different ways. Leech (1993) states that pragmatics is a subdiscipline of linguistics that has been around for about twenty years, but it is only now becoming popular because linguists at that time rarely mentioned it. The increasing awareness of linguists that an understanding of pragmatics is needed to reveal the nature of language, namely how language is used in communication, and this makes pragmatics more popular today.

According to Leech (1993) pragmatics itself is the linguistic study of the relationship of meaning to the speech situation. According to Widdowson (1996), pragmatics is the study of what individuals intend when using language and how those individuals use it maximally as a communicative resource. As stated by Yule (1996), "pragmatics is the study of utterances communicated by speakers and interpreted by listeners. Pragmatics is the study of contextual meaning which requires consideration of how the speaker organizes what he wants to say."

Levinson's (1983) opinion on pragmatic is the study of the relationship between language and its context precisely. In addition, pragmatic also discusses what is said by the speaker which is not the same as the meaning

intended by the interlocutor. Pragmatics is also a study that studies when someone interacts with other people, fellow speakers must interact well with each other, which means that pragmatics will study functions from many points of view, Levinson (1983). Based on the definitions of these experts, pragmatics is a field of linguistics that not only explains language but also how language is made and understood in everyday life, as well as the factors that influence the decision to use language.

## **2. Humor**

In everyday life, humor comes in many forms, such as jokes, comedy in conversation, and unintentional humor. According to Martin and Ford (2018), humor can be defined broadly and includes anything a person says or does that makes others laugh, as well as the mental processes involved in creating and recognizing a humorous stimulus, and the emotional response to the hilarity it evokes. Humor can be used as a tool of social criticism against any kind of injustice that exists in society, as well as entertainment to ease the emotional burden of the audience.

Martin & Lefcourt (1984), define humor as a situation in which someone smiles, laughs, or shows that they are amused. The factor that makes someone smile or chuckle when reading, hearing, or watching something is called a humor stimulus. Later, Shade (1996) explained that there are four types of humor: verbal humor, visual humor, figural humor, and auditory humor. However, Shade states that there are twelve types of verbal humor: limerick,

parody, anecdote, pun, mystery, joke, satire, farce, wit, irony, tall tales, and sarcasm. As explained below:

**a. Verbal Humor**

Verbal humor relies more on language than on sounds, photos, and so on to create comedy. According to Shade (1996), verbal humor is a type of humor that uses incongruity through understatement, contradiction, exaggeration, and surprise. Any type of humor incorporated into a speech is also called verbal humor. Shade (1996) states that there are twelve types of verbal humor, namely limerick, parody, anecdote, pun, mystery, joke, satire, farce, wit, irony, tall tales, and sarcasm.

**1. Limerick**

Limerick is a five-line free verse. Limericks have an AABBA rhyme. According to Mullin (2010), limericks are not limited by subject matter, thus allowing for a lot of humorous nonsense.

For example:

A fellow jumped off a high wall,

And had a most terrible fall.

He went back to bed,

With a bump on his head,

That's why you don't jump off a wall.

## 2. Parody

Parody is comedy that mimics the style of someone, especially an important person, artist, artist, or famous person. A parody is an imitation of a story, song, poem, or movie with the same theme but different from the original.

One example of a parody is a scene from The Simpsons in the episode “The Springfield Files”, in which The Simpsons parodies “The X-Files” which shows agents Scully and Mulder investigating strange events caused by Homer in Springfield.

## 3. Anecdote

Anecdotes are humorous stories about personal life taken from stories, real events, or stories that can entertain the listener. Anecdotes are usually found in narrative texts or real conversations about events that have happened.

Example:

In the morning, I was busy making breakfast in the kitchen when the house phone rang. With my hands full of flour and dough, I grabbed something shaped like a telephone receiver and stuck it in my ear. “Hello?” I said. There was no answer. I tried again, “Hello?” Only then did I realize that I was talking to a banana that I was holding instead of a phone.

#### **4. Pun**

According to Shade (1996), a pun is the use of witty puns that have several applications or meanings. Words that sound similar but have different meanings are exploited in this word game. Usually employed as a trick question or riddle, it challenges the listener to think critically about their response.

#### **5. Riddle**

Shade (1996) states that a riddle is a type of comedy or wordplay that consists of questions or statements that are meant to find clever or surprising answers. Riddles often have elements of mystery or logic games that make people think hard before finding the answer.

Example:

Keny: I am always in front of you, but you can never see me. What am I?"

Jack: The future.

The question posed by the questioner in the sentence above will make the listener feel challenged and the listener must be wise in answering the question, even though the meaning may be confusing and nonsensical.

## 6. Joke

A joke is something said or done by a speaker to a listener to make them laugh. According to Shade (1996) understanding the various meanings of words, idioms, and metaphors, and finding ambiguous words that can be understood to produce humor, are some examples of this common humor.

A: What's the reason math books are always sad?

B: Because of the many problems.

This is an example of a joke that uses wordplay with the double meaning of the word “problem”. In mathematics, the word “problem” refers to problems that need to be solved, but in this context, the word “problem” can also mean life's problems or issues, creating a humorous effect.

## 7. Satire

Satire is a humorous way to satirize an institution or facility. According to Shade (1996), satire is a type of humor that is used to directly or indirectly attack the weaknesses or vices of the intended person. Satire is not only used to entertain people, but it is also used to convey a deeper message or embarrass the subject.

## **8. Farce**

Farce humor is a type of comedy that emphasizes absurd situations, absurd events, and exaggerated and absurd actions. According to Shade (1996), farce humor typically uses physical comedy, absurd misunderstandings, and characters that are often stereotypical or exaggerated. The storyline of satirical comedy is often absurd, but still entertaining as it is filled with funny and unexpected events.

## **9. Wit**

Wit is comedy that consists of sharp and deep words and is usually spoken spontaneously or directly. While the words sometimes have a bad or cynical nature, their meaning sometimes takes a while to understand. At first, the listener will be laughed at and laughed at, but once they understand, it will usually become the butt of the joke.

## **10. Irony**

Irony is when words are spoken that have opposite meanings. Words are spoken that mean the opposite of what they actually mean.

Example:

when it's pouring rain and someone says, "The weather is beautiful today!" When they are clearly complaining about the bad weather.



## **11. Tall tales**

Tall tales are exaggerated stories or stories that are deliberately exaggerated beyond the limits of logic and reality. According to Shade (1996). Tall tales are usually used for comedic and entertaining purposes. Characters with extraordinary abilities often appear in these stories or face situations that are highly implausible.

Examples:

The story of Pecos Bill, the Famous Cowboy of the American West:

Pecos Bill is considered the most powerful and toughest cowboy ever. He was raised by coyotes and had the ability to catch a tornado with a lasso in a manner similar to catching a cow. In one story, Pecos Bill rode a tornado across Texas to stop a huge storm. In addition, he is said to have created the Rio Grande River by inserting his trunk into the ground to create a waterway.

## **12. Sarcasm**

Sarcasm, according to Shade (1996), is a type of humor used to convey satire or criticism in a sharp and sometimes hurtful way. In sarcasm, people often use words that contradict their true intentions or in a tone or context that suggests the opposite meaning. Sarcasm

can be used for a variety of reasons, from mocking, to criticizing, to expressing dissatisfaction.

Example:

“Great, you came so early, just in time for the program!”

In this example, “just in time for the event” insinuates that the person arrived late, even though the sentence literally appears to be a compliment.

#### **b. Visual Humor**

Shade (1996) argues that visual humor is humor performed through physical contact, such as impressions, impersonations, mimes, pantomimes, practical jokes, pratfalls, slapstick, and sight gags. Some types of visual humor include slapstick that is performed in public, impersonations that can depict characters or entities that are imitated and performed on stage, memes or mimes that are expressed with movements similar to those that occur in the real world, and jokes where it can be explained that it aims to make people laugh.

#### **c. Figural Humor**

Figurative humor is humor that includes comic strips, caricatures and cartoons, or cartoons that use illustrations to examine the latest news, popular culture, customs, or humor. This type of figurative humor appears in many media and involves the use of images to convey the humor.

#### **d. Auditory Humor**

Auditory humor is humor that is not necessarily related to words as it focuses on sound effects and imitations. It is a relatively small category and deals exclusively with sounds, imitations, impressions, and noises that produce humorous effects.

### **3. Implicature by Yule**

A person usually has many ways of doing things. Such as expressing a statement or utterance has an indirect meaning. An utterance that has an indirect meaning is referred to as implicit. That is, if someone can produce implicit meaning then it can be interpreted as implicature. Yule (1996) explains that there are several types of implicature. Among them are conventional implicature, generalize conversation implicature, scalar implicature and particularize conversational implicature.

#### **a. Conventional Implicature**

Conventional implicature is an implicature that is based on the conventional meaning of the words that appear in the utterance. Although the conventional meaning does not depend on the particular situation, it deals with terms such as "but", "however", "therefore", "however", "even",

and so on. In conventional implicature, these connectives are used to explain the implicit meaning of a particular lexical item or expression.

Example:

"I think this movie is good, but you don't like it." In the statement sentence, there is a difference of opinion about the quality of the movie between me and you. And different tastes, different criteria for judgment, or different interpretations of the movie can lead to this difference of opinion.

#### **b. Generalize Conversation Implicature**

Generalized conversational implicature is one type of conversational implicature. This implicature arises when the speaker's utterance gives an implied meaning based on the context and is not related to a specific context. It is generalized when the listener does not need to know much about the context to predict the additional meaning conveyed.

Example:

When Romi asks Kayla if she invited Bella and Cathy and their friends to the party, Kayla replies, "I invited Bella," which indicates that Kayla only invited Bella and did not invite Cathy.

#### **c. Scalar Implicature**

Scalar implicature is also included in generalized conversational implicature. Scalar implicature is a type of generalized implicature that is discussed based on a scale of values. According to Yule (1996), scalar

implementations can indicate quantity with words such as all, most, some, a little, always, often, and sometimes. A speaker chooses the word from the scale that is most informative when making an utterance.

Example:

In the utterance, "I have been studying History, and I have completed some of the required courses," the word "some" indicates that there are still courses that have not been completed.

#### **d. Particularized Conversation Implicature**

Particularized conversational implicature is different from generalized conversational implicature. This implicature occurs when the listener implicitly gives a response to the speaker. Therefore, the speaker must have the ability to understand the speech partner's statement by considering the context (Yule, 1996).

Example:

Laila invited Miwa to the market tonight, but Miwa refused by saying, "My parents are coming tonight." This is a refusal but not a direct refusal. Miwa gave a direct reason for not going to the market.

#### **4. Function of Implicature**

Implicature can be interpreted as the hidden meaning of an utterance, which is not clearly expressed by the speech partner. Therefore, implicature has several functions. The functions of implicature in the five types of speech

acts proposed by Searle (1969), namely assertive, directive, commissive, expressive, and declarative.

**a. Assertive Function**

Assertive function is a function that aims to convey information (tell), report (inform), and convey something as it is to speech partners. Usually, the implicature in the assertive action is related to the information spoken implicitly by the speaker.

Example:

"Look at that sacred boundary." (Implicature: "Take off your shoes at the holy border.")

The speech is given to mosque visitors as a function of assertive implicature. Which is an assertive function to inform or convey information that the visitor forgot to take off his footwear when entering the mosque.

**b. Directive Function**

Directive is an utterance that commands, requests, or asks speech partners to do something. The directive function is intended for the speech partner to act or do according to what is expressed by the speaker. The implicature that appears in directive actions is usually related to the intention or purpose behind the request.

Example:

"Please help me lift this item." (Implicature: "I'm not strong enough to lift it myself.")

The utterance of the speaker is a directive function because the speaker requests that the speech partner do what the speaker says. And the intention of the speaker is that the speaker feels not strong enough.

### **c. Commissive Function**

The commissive function is a function that refers to an utterance that aims to make a commitment or promise to perform an action in the future. The implicature of the commissive action is usually related to the level of certainty or seriousness of the speaker towards his promise.

Example:

"I will finish this work tomorrow." (Implicature: "I am sure that I can finish it on time.")

The utterance is a type of commissive function, because the meaning of the utterance is that the speaker has a promise or commitment that the speaker is able to complete the task on time.

### **d. Expressive Function**

Expressive classification is used to express the speaker's feelings, desires or emotions. The language used such as apologizing, begging, expressing feelings such as sad, happy and others. The implicature that appears in expressive actions is related to the speaker's feelings.

Example:

"I am disappointed with the result of my match today." (Implicature: "I really hope that I win.")

The expression is an expressive function in which the speaker expresses his disappointment. The implicature contained in the utterance is that the speaker hopes that he will win.

**e. Declarative Function**

Declarative classification refers to speech acts that aim to change a state or condition. The implicature that appears in declarative actions is usually related to the effect or consequence of the speaker's statement.

Example:

"I crown you the winner." (Implicature: "You are the best.")

The utterance is included in the declarative function. The speech was uttered by the speaker because the character "you" was considered good from the others by the speaker. And it can be interpreted that the speaker said this because there were good things that the character "you" had done that caused him to be the best.



## **CHAPTER III**

### **RESEARCH METHODS**

#### **A. Research Design**

This research uses qualitative descriptive research methods. This qualitative research method can be explained as a research method where the results of the research are not through a statistical process. Creswell (2019) states that qualitative description includes the collection and analysis of non-numerical data to explain the meaning of social phenomena from the individuals or groups being analyzed. This means that the research does not involve numbers. Descriptive method is used to describe the types humor, implicature and functions of implicature in humor used by Uncle Roger in his TikTok videos. While the qualitative method is used because this research deals with words and sentences.

#### **B. Data and Data Source**

In this study, the data source was taken from Uncle Roger's video in his TikTok account named @mrnigelng. The researcher selected data from Uncle Roger's videos that commented on people's cooking videos uploaded to Uncle Roger's TikTok account. The researcher selected the 7 most recent videos in 2024 based on two main criteria: the number of views reached 3 million or more and received a thousand comments, as an indicator of audience engagement. These videos were uploaded on January 26, 9, 12, 23, and 27, and on March 1 and 8. The selection was limited to these 7 videos to ensure the analysis remained focused and manageable while representing the high-engagement content during

the given period. The data analyzed in this study consisted of utterances from these videos, which were selected to reflect interactions in the early 2024 timeframe. This study uses data from Uncle Roger's TikTok videos to understand humor and implicature in specific situations and identify patterns that appear in the sentences.

### **C. Research Instrument**

In this study, the main instrument used to collect data is the researcher himself because there is no other instruments that can be used to analyze data and so that the research process can be carried out easily, systematically, and completely. The researcher acts as a planner, data collector, and analyzer. The researcher analyzes the data based on the implied meaning and context of the situation, and then answers the research questions with the results of the analysis.

### **D. Data Collection**

Data was collected through deep analysis of Uncle Roger's TikTok videos. The first step was to view all videos uploaded to Uncle Roger's TikTok account. Next, the videos were selected based on two main criteria: (1) videos in which Uncle Roger reacts or comments humorously on people who are cooking, and (2) videos with high viewer engagement, such as a high number of views or comments. From the selected videos, videos that feature humor are collected and transcribed. Finally, data containing implicatures in Uncle Roger's humorous utterances in the selected videos were extracted for analysis.

### **E. Data Analysis**

After all the data was collected, the researcher analyzed the data that had been collected. This analysis method is used to help researcher identify, analyze, and report patterns (themes) in the data (Braun, 2006). First, the researcher understands the data, in helping to understand the data, the researcher identifies the types of humor with Shade's theory (1996), then the researcher identifies the types of implicature contained in the video by utilizing Yule's theory (1996). Furthermore, the researcher determined the function of the utterances based on Searle's (1969) theory. The researcher used a data table to classify the types of implicatures and the functions of the implicatures contained in Uncle Roger's humorous utterances as follows:

**Tabel 3.1 Field Notes Type of Implicature**

<b>No.</b>	<b>Types of Humor</b>	<b>Utterances</b>
1.	Limerick	
2.	Parody	
3.	Anecdote	
4.	Pun	
5.	Mystery	
6.	Joke	
7.	Satire	
8.	Farce	

9.	Wit	
10.	Irony	
11.	Tall Tale	
12.	Sarcasm	

**Tabel 3.2 Field Notes Type of Implicature**

No.	Type of Implicature	Utterance
1.	Conventional Implicature	
2.	Generalize Conversation Implicature	
3.	Scalar Implicature	
4.	Particularize Conversational Implicature	

**Tabel 3.3 Field Notes Function of Implicature**

No.	Function of Implicature	Utterance	Context
1.	Assertive		
2.	Directive		

3.	Commissive		
4.	Expressive		
5.	Declarative		

Furthermore, researcher compile a discussion section of the data that has been collected. And finally, the researcher draws conclusions from the research that has been done.

## **CHAPTER IV**

### **FINDINGS AND DISCUSSIONS**

In this chapter, the researcher presents the results of the research based on two questions, the type of implicature and the functions of the implicature.

#### **A. Findings**

In this study, the researcher displays the sentences containing humor that have been found. Then, the researcher identifies what implicatures and implicature functions are contained in the sentences. The results of data analysis on the findings focus on humor sentences based on Shade's theory (1996), Implicature based on Yule's theory (1996) and Implicature functions based on Searle's theory (1969), which are taken from Uncle Roger's TikTok videos.

#### **4.1 Types of Humor in Uncle Roger's TikTok Cooking Videos**

In this study, researcher found types of verbal humor in Uncle Roger's videos. Among the types of verbal humor, there are several types of verbal humor used by Uncle Roger, including irony, sarcasm, wit, and parody. The following is a detailed diagram of the findings of verbal humor used by Uncle Roger, as follows:

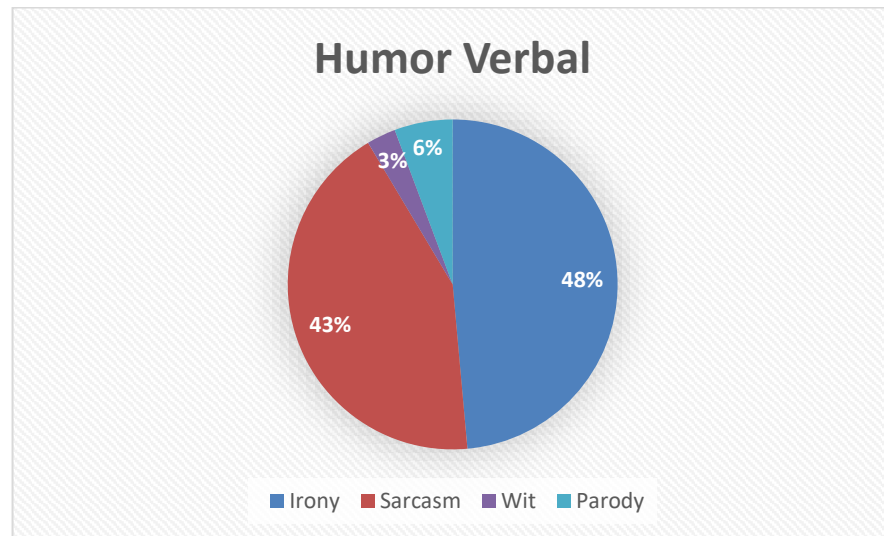


Chart 4.1 Types of Humor

From the diagram above, it can be shown that in the 7 Uncle Roger videos in commenting on other people's cooking methods, there are 6 types of verbal humor found. The verbal humor found in Uncle Roger's videos include irony 48%, sarcasm 43%, parody 6% and wit 3%.

#### a. Irony

In this study, several types of verbal humor were found. Among them is verbal humor of irony type. Researcher found 48% of the data contains irony verbal humor. Here are some examples of irony verbal humor,

##### **Datum 5:**

“Last time, Gordon Ramsay made eeg fried rice so good, uncle roger called him uncle gordon. this time he is back making ramen, *can he keep his uncle title or he gonna lose it?*”

In his content, Uncle Roger used to give the title “Uncle” to chefs or other people who have been recognized by him for cooking skills that are considered authentic and of quality according to the high standards he often affirms in his material. This title is used as a form of respect and recognition, as well as being humorous and symbolic. The purpose of the title is to enhance the quality of the cooking, improve the person's reputation among Uncle Roger's fans, and increase the comedic element in the persona he builds. This title is suitable for those who have exceptional cooking skills and match Uncle Roger's humor and preferences.

The sentence spoken by Uncle Roger contains ironic verbal humor, because the title “Uncle” given by Uncle Roger seems to be an honor in Uncle Roger's cooking world, this use is considered funny because the title is playfully taken seriously. “or he gonna lose it?” also adds humor that implies as if there is a competition and if it fails or does not meet the conditions the title will be lost.

**Datum 16:**

“Can he make Uncle Roger's fried rice better? *Uncle Roger be the judge of that*”

This sentence shows that someone is trying to make a better fried rice than Uncle Roger's ideal version, and Uncle Roger himself will judge the result. This sentence is used to generate curiosity and



anticipation among the audience, while reinforcing Uncle Roger's character as a humorous but high-standard food critic. With its delivery style, this sentence draws the audience's attention to follow Uncle Roger's judgment. It also increases audience engagement with the content while demonstrating his status as a leader in the culinary industry, especially fried rice.

Uncle Roger's words contain verbal humor. In the sentence “Can he make Uncle Roger's fried rice better?” spoken by Uncle Roger contains ironic humor, where Uncle Roger calls his fried rice to be standard, the sentence creates an expectation that the fried rice made may not be better. Then the sentence “*Uncle Roger be the judge of that*” contains sarcasm type verbal humor where Uncle Roger considers himself an expert in cooking rice.

**Datum 20:**

“Oh my God. *He cooks rice in a rice cooker.*”

Uncle Roger's line is used to create a comedic moment by highlighting Uncle Roger's own unique style, which often over-criticizes cooking methods that he deems “untraditional” or not up to expectations. Cooking rice in a rice cooker is common in Asian society. Uncle Roger's dramatic reaction, however, is especially poignant for international audiences who may not realize the importance of hand-cooking rice in some traditions.

The sentence spoken by Uncle Roger contains ironic verbal humor. Where Uncle Roger says “*He cooks rice in rice cooker.*”, this implies that doing something as simple as using a rice cooker, which is generally common, is here considered surprising and shows amazement at something very common. This creates a comedic contradiction.

**Datum 21:**

“Uncle Roger *on the fence*, at least he acknowledge he not using MSG, but he finding replacement for the umami flavor,”

This context illustrates that Uncle Roger pays a lot of attention to flavor in cooking, especially umami flavor, which is often considered essential for enhancing taste, especially in Asian cuisine. In much of his content, Uncle Roger is known as a staunch advocate of using MSG as a mandatory ingredient to create a rich umami flavor. In most cases, when people try to replace MSG with other ingredients, and come up with different reactions, although appreciating the effort but not convinced by the end result.

Uncle Roger's utterance contains irony, which is usually used to show Uncle Roger's uncertainty. The phrase “*on the fence*” shows an unusual hesitation, because Uncle Roger is usually firm in criticizing other people's cooking methods. The word can be

categorized as funny because it shows Uncle Roger's hesitation that does not usually happen to him.

#### **b. Sarcasm**

Furthermore, researcher also found sarcasm verbal humor. In this study, researcher found 43% of the data containing verbal humor of sarcasm type. Here are some examples of sarcasm verbal humor,

##### **Datum 3**

*“Wait, what? why are you putting egg in like that.”*

The line reflects Uncle Roger's typical humorous reaction to the ill-considered technique of adding eggs to fried rice. Many people add eggs directly to cooked fried rice, which often leads to inconsistent flavors and textures. However, the traditional method that Uncle Roger often advocates recommends adding the rice after the egg is first put into a hot pan with oil and scrambled until half-cooked. This technique ensures that the egg and rice blend well together, providing a richer flavor.

Uncle Roger's utterance contains verbal humor of the sarcasm type, from the word *“wait, what?”* shows surprise at the way someone adds eggs in his cooking, besides that the word shows a spontaneous reaction to show his disapproval. The sentence *“why are you putting eggs in like that”* implies that Uncle Roger does not agree with the way someone put eggs in. This sentence is a sarcasm

type of verbal humor because there is an element of satire implied in Uncle Roger's response to actions that are unnatural or not in accordance with Uncle Roger's habits.

**Datum 11:**

“No, no more saute. Haiyaa, *Uncle Joshua, are you Omicron? Because you keep fucking everything up now.*”

In the sentence spoken by Uncle Roger, he criticizes the way Uncle Joshua cooks. By saying “No more saute”, he shows his disapproval of the sautéing technique, which is sautéing in a little oil over medium heat, which may be done too much or not according to the situation. For example, in cooking fried rice, too much sautéing can be ineffective as the high heat and quick technique that results in wok hei is more advisable for authentic flavors.

Part of Uncle Roger's dark humor is to mention “Omicron”, which refers to one of the highly contagious variants of COVID-19. He compares Uncle Joshua's actions, which are considered to be major or repetitive mistakes, to the nature of Omicron, which “ruins everything” due to its rapid spread and far-reaching effects. This statement suggests that Joshua's cooking mistakes are so disruptive that they are similar to the impact of a pandemic.

The words “*Uncle Joshua, are you Omicron?*” contain Tall Tale verbal humor which is considered excessive in commenting on

Joshua. Then the sentence “*Because you keep fucking everything up now.*” contains verbal sarcasm humor in which Joshua is indirectly blamed for often making mistakes in cooking, emphasized by the word “fucking” but still delivered in a non-serious and funny way.

**Datum 12:**

“*Perfect fried rice? by this guy? uncle roger can't tell who morewhite and straight this guy or his teets.*”

The sentence reflects Uncle Roger's style of humor as well as his criticism of someone's claim that his fried rice is “perfect”. For Uncle Roger, “perfect” in the context of fried rice means using traditional ingredients such as cold rice, high-quality oil, MSG, and Asian spices and cooking it the right way, such as using a wok. He satirizes by referring to “white and straight” to describe a lifestyle or personality that is considered simple and incompatible with the complexity of traditional cuisine because of the assumption that the fried rice maker in the video may not understand the original culture or techniques.

The sentence spoken by Uncle Roger contains verbal humor of the sarcasm type. In this sentence “*Perfect fried rice? by this guy?*” Uncle Roger questions the ability to cook fried rice perfectly. Uncle Roger directly doubts the man's ability to make fried rice, but Uncle Roger says it in a funny and entertaining way. By comparing

*“this guy or his teets.”*, Uncle Roger shows that there is a discrepancy with the skills required to make good fried rice.

**Datum 15:**

*“Really? He don't even look like a chef. He look more like guy who own more bitcoin than friend.”*

Uncle Roger points out the discrepancy between the claim of being a chef and the visual image given by satirizing the person's appearance and likening him to a tech enthusiast who is more interested in bitcoin investment than social relationships. This critique is relevant as it involves elements of contemporary culture such as bitcoin, which makes it more entertaining as Uncle Roger.

The sentence is verbal humor that belongs to the type of sarcasm. From the sentence *“He don't even look like a chef”* this shows satire and mocks someone's appearance, showing that they don't look like a chef, and this is the basis of humor. Then the sentence *“He looks more like a guy who owns more bitcoin than a friend.”* This is Uncle Roger's description that the person looks more like someone who is more interested in bitcoin than social relationships, creating a humorous contrast to the chef's job. This is a type of sarcasm because it involves a veiled insult in a way that seems light and humorous.

**c. Parody**

In this study, researcher also found parody type verbal humor. Researcher found 6% parody humor in Uncle Roger's speech. The following are the data that contain verbal humor of parody type,

**Datum 18:**

“*Fuiyoo*, like Uncle Gordon, Nephew Joshua is a *wok fuck boy too*.”

The line spoken by Uncle Roger is a joking compliment to Joshua's cooking skills, comparing him to Gordon Ramsay, a chef he holds in high esteem. Uncle Roger shows his appreciation for authentic cooking techniques by using the term “wok fuck boy” to combine traditional cooking elements with edgy modern humor.

This sentence spoken by Uncle Roger contains verbal humor. This sentence contains sarcasm and parody verbal humor. In the sentence, “*Wok fuck boy*” is an exaggerated and vulgar slang word in conveying something and is considered funny and unexpected. This is a form of sarcasm type verbal humor. In addition, this sentence can be considered as a parody because it compares Joshua to a famous chef (Gordon Ramsay) and uses funny words to satirize Joshua's cooking skills, this makes a serious situation more comedic.

**Datum 24:**

“This guy is *uncle Sherson* from now on”

This sentence illustrates Uncle Roger's typical way of giving appreciation to someone who has proven his ability in cooking. By giving the title “Uncle”, he recognizes Sherson's skills as a chef who meets high standards of cooking, especially when it comes to traditional Asian cuisine. This title, which is delivered in Uncle Roger's relaxed and spontaneous style of humor, adds an element of entertainment while fulfilling the audience's expectations.

The sentence contains parody type verbal humor because in this sentence, Uncle Roger parodies the giving of titles or honors in a joking way. Where the title “*uncle*” is usually used by Uncle Roger in a serious context, in this context it is given casually, and it produces a humorous effect. Giving the title “*uncle*” to Sherson is a funny and unique way of complimenting, as this title is usually used to refer to someone who is respected or has authority in cooking, and this is part of the comedy.

**d. WIT**

In addition to the verbal humor types of irony, sarcasm and parody, researcher also found verbal humor types of wit. In this study, 3% of wit humor types were found. The following is Uncle Roger's utterance that contains verbal humor of wit type,

**Datum 23:**

“*Not bad! Not bad!* Uncle Roger is quite impressed.”



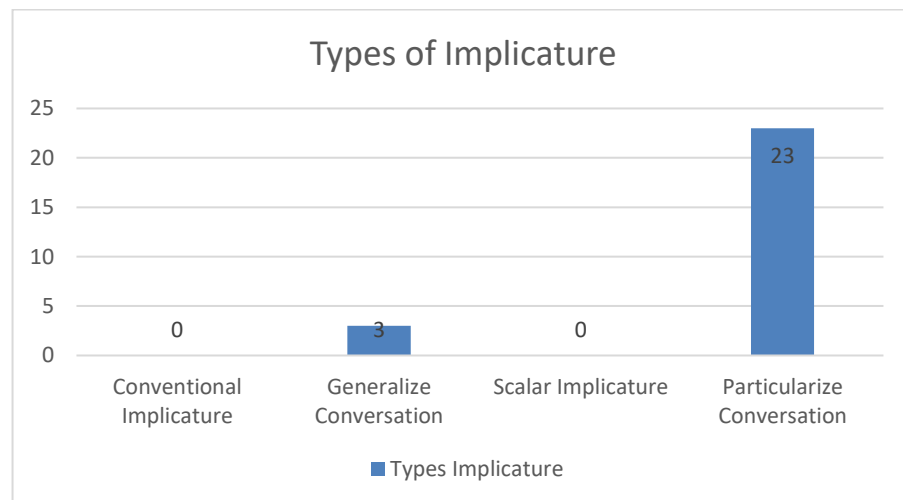
Uncle Roger's words are a simple but meaningful compliment, showing that the food or cooking method meets expectations. Uncle Roger's use of repetitive phrases and light-hearted delivery combine genuine appreciation with an element of entertainment. Uncle Roger's words contain WIT type verbal humor because in the sentence there is a way of conveying praise that is not excessive and Uncle Roger uses repetition of phrases in a light tone so that it still seems humorous. The word “*Not bad!*” repeated twice also gives the effect of light humor that conveys a positive assessment and looks simply. In this sentence there is an element of understatement, where something good is conveyed in a tone that seems ordinary.

## **4.2 Types of Implicature in Uncle Roger's Humor TikTok Cooking**

### **Videos**

In this study, researcher found 26 utterances containing implicatures in uncle roger humor videos. In the seven videos, there are only a few types of implicature contained. Meanwhile, further details regarding the types of implicature contained in the uncle roger TikTok video can be presented in the following diagram:

Chart 4.2 Types of Implicature



The diagram above shows that in the video TikTok humor cooking uncle roger found types of implicature including 3 generalize conversation and 23 particularize conversation implicature. In the video TikTok humor cooking uncle roger, there are no types of conventional implicature and scalar implicature.

#### a. Generalize Conversation Implicature

Researchers found three samples of Uncle Roger cooking humor TikTok videos. The following are examples of this type:

##### **Datum 1:**

“*Fuiyoo \$242?* egg fried rice, so simple, three ingredients, egg, fry and rice”

The phrase is Uncle Roger's humorous criticism of the price of egg fried rice, which is considered too expensive. Uncle Roger makes a hyperbolic joke about the ingredients to show how simple

the dish is. He also pokes fun at the fact that cheap and simple traditional food can be priced at an absurd price.

Uncle Roger's utterance is a sarcasm type of verbal humor. Uncle Roger's words also contain generalized conversational implicature where Uncle Roger reviews \$242 vs \$13 fried rice. The speech shows surprise or disbelief at the price. In this case the utterance is an example of generalized conversational implicature, where the listener does not need to know much about the context to predict the additional meaning conveyed by the speaker. The next sentence "Egg fried rice, so simple, three ingredients: egg, fry, and rice", this sentence implies that this dish is very simple and should not be expensive. In addition, Uncle Roger's opinion can also be known by the listener without the need for special context.

**Datum 3:**

*"Wait, what? why are you putting egg in like that"*

The sentence is Uncle Roger's surprise at the technique of cooking eggs. In the video, Uncle Roger criticizes the way the egg is incorporated in a way that is considered inappropriate, in the video it is shown how to cook the egg separately from the rice, then pour it into the pan without breaking it first or mix it into the rice at the wrong time too early or too late. This technique goes against the traditional method of cooking fried rice, where the egg is usually

cracked directly into the hot wok after the garlic is fried, then quickly stirred until half-cooked before mixing with the rice. Uncle Roger, who is a stickler for authentic cooking techniques, sees this method as a mistake as eggs cooked separately or mixed at the wrong time will not produce a fluffy texture that blends well with the rice.

Uncle Roger's speech contains sarcasm type verbal humor, from the word “wait, what?” shows surprise at the way someone adds eggs in his cooking, besides that the word shows a spontaneous reaction to show his disapproval.

Uncle Roger's utterance contains implicature generalize conversation because Uncle Roger implicitly criticizes the cooking technique used, by asking, “Why are you putting egg in like that” Although he does not explicitly state that the cooking method is wrong, but his surprise and his question show that he disagrees and feels that the method used is not appropriate. This question is actually a veiled form of criticism and it can be understood by the listener without the need for specific context.

**Datum 19:**

“Hmm... *that is the most beautiful sight*”

The context in this sentence is that Uncle Roger is in awe of a piece of cooking that he considers perfect in terms of taste, technique, and aesthetics when he says, “Hmm... that is the most

beautiful sight.” When he sees a cooking process that follows the traditions of Asian cuisine, such as a clearly visible wok hei or properly prepared ingredients, he usually says it.

Uncle Roger's utterance is a irony type of verbal humor. Uncle Roger's words also contain generalize conversation implicature because the speech shows that something Uncle Roger sees is considered good, beautiful, or satisfying for him. This implicature is a manifestation of admiration or positive judgment. In addition, Uncle Roger refers to something as “that is the most beautiful sight”, this shows that the object seen is very suitable for Uncle Roger's personality. In this cooking context, Uncle Roger is referring to perspectives on proper cooking methods or ingredients that he likes. From Uncle Roger's utterance, the listener does not need to know much about the context to predict the additional meaning conveyed by Uncle Roger, therefore this utterance includes general conversational implicature.

**b. Particularize Conversational Implicature**

Researchers found 23 samples of this type of implicature from the uncle roger cooking humor TikTok video. Here are some examples:

**Datum 5:**

“Last time, Gordon Ramsay made egg fried rice so good, uncle roger called him uncle Gordon. this time he is back making ramen, *can he keep his uncle title or he gonna lose it?*”

The sentence spoken by Uncle roger is a type of ironic verbal humor. Uncle Roger's speech contains particularized conversational implicature, the sentence that is spoken requires a specific context to understand its full meaning. To understand the sentence spoken by Uncle Roger, the listener needs to know who Gordon Ramsay is and his reputation as a famous chef. Then the listener must also know that Uncle Roger gives the title “Uncle” as an award or honor when a chef does something impressive in cooking according to Uncle Roger's personal standards. The listener should also be aware of Uncle Roger's use of humor and sarcasm in the way he judges cooking ability to grasp the implicit meaning of this statement.

**Datum 9:**

*“Let's see can he keep his uncle title? or is he gonna make our ancestor cry?”*

The sentence is like Uncle Roger's high expectations of someone who has received the title “Uncle” as a sign of recognition in cooking. He questions whether this dish can maintain the traditional standards or if it will be an embarrassment to the heritage. Uncle Roger, with his trademark humor and sarcastic tone, enlivens

the atmosphere of the cooking evaluation while emphasizing the importance of respecting culinary traditions. This line not only serves as a means of entertainment but also conveys the message of the importance of maintaining quality and authenticity in cooking.

The utterance contains sarcasm type verbal humor because Uncle Roger indirectly doubted the person's ability. The sentence spoken by Uncle Roger is also a type of particularized conversational implicature, which requires a specific context to understand its full meaning. In this statement, the listener must understand how Uncle Roger assesses a person's cooking ability. Uncle Roger will give the title "Uncle" if the person's cooking is good according to Uncle Roger's standards. The honorary title of "Uncle" can be temporary and can be "lost" if someone does not meet the standards. Then the phrase "make our ancestor cry" is used humorously to say that poor cooking can be considered very disappointing even to ancestors or previous generations. This shows the very high expectations of how certain dishes should be cooked.

**Datum 11:**

*"No, no more saute. Hiyaa, Uncle Joshua, are you Omicron? Because you keep fucking everything up now."*

Uncle Roger's utterance contain sarcasm verbal humor. The sentence spoken by Uncle Roger is also a type of particularized

conversational implicature. The sentence “No, no more saute. Haiyaa” shows disappointment or disapproval of Joshua's cooking method, which is ‘saute’. Then the word “Haiyaa” is a word often used by Uncle Roger to show disapproval. To understand Uncle Roger's speech, the listener must understand the context of criticism that Uncle Roger usually uses to criticize someone's cooking method or technique.

“*Uncle Joshua, are you Omicron?*” is a statement that requires an understanding of the context of the COVID-19 pandemic, where ‘Omicron’ is one of the variants of the virus that spreads widely and disrupts many things. This remark suggests that Uncle Joshua is always making mistakes or messing things up, just like how the Omicron variant is considered to be “messing up” the current state of global health. Listeners must understand the pandemic reference and the negative meaning of Omicron in order to understand the implicit meaning.

Then “Because you keep fucking everything up now” this sentence reinforces the previous conclusion that Joshua often makes cooking mistakes. There is an implicature that shows dissatisfaction or criticism delivered in a harsh and direct way.



**Datum 16:**

*“Can he make Uncle Roger's fried rice better? Uncle Roger be the judge of that”*

The sentence spoken by Uncle Roger contains irony and sarcasm humor. This sentence shows that Uncle Roger has a certain standard for making fried rice, and also shows that other people try to make fried rice with the same or better standard. In addition, there is a question that raises doubts as to whether the person can make better fried rice than Uncle Roger's version.

Then the sentence *“Uncle Roger be the judge of that”* shows that only Uncle Roger feels he has the authority to judge whether the fried rice meets Uncle Roger's standards, which means he has special expertise to determine the quality of certain dishes, in this case fried rice.

**Datum 21:**

*“Uncle Roger is on the fence, at least he acknowledges he is not using MSG, but he is finding a replacement for the umami flavor”*

Uncle Roger's sentence contains irony which is usually used to show Uncle Roger's uncertainty. The phrase *“on the fence”* shows an unusual hesitation, because Uncle Roger is usually firm in criticizing other people's cooking methods.

This utterance is a type of particularized conversational implicature, where the listener needs a specific context to understand its full meaning. To understand the implicit meaning of “on the fence” and “replacement for the umami flavor”, the listener must know more about Uncle Roger's perspective who often advocates the use of MSG and often criticizes those who do not use it. However, Uncle Roger appreciates the person for consciously not using MSG and finding a substitute for MSG. Therefore, this utterance shows Uncle Roger's ambiguous or mixed attitude towards the actions of someone who tried to substitute MSG despite not using it. Listeners may not be able to understand the humor in the statement if they are not familiar with the context.

### **4.3 Functions of the implicature in the Uncle Roger's humor TikTok**

#### **Cooking Videos**

In this study, researchers also identified the implicature functions of Uncle Roger's humor. The researcher also provides a table to find out what implicature functions are contained in Uncle Roger's humor utterances as follows:

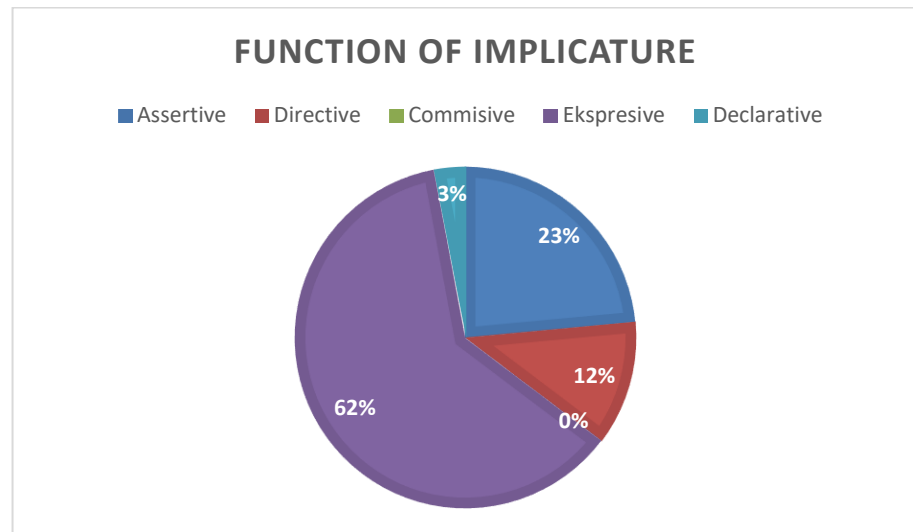


Chart 4.3 Function of Implicature

From the pie chart above, it is shown that there are 4 types of implicature functions in the 7 uncle roger humor videos, including expressive functions (62%), assertive functions (23%), directive functions (12%) and declarative functions (3%) from the 7 videos.

#### a. Expressive

The expressive function is used to express the speaker's feelings, desires or emotions. The researcher found 62% expressive function in Uncle Roger's speech. The following are some examples of sentences that contain expressive functions,

#### **Datum 6:**

“What? *Gordon making vegetarian food?*”

Uncle Roger's sentence is humorous because it is inconsistent with Ramsay's habits. In general, Ramsay is known for his meat dishes. However, here he is making vegetarian food and this does not match his usual cooking style. The implicature contained in this sentence is particularized conversational. The audience must know and understand how Ramsay usually cooks to understand the context.

The sentence has an expressive function. This expressive function is used by Uncle Roger to make a comment. Uncle Roger shows astonishment or disbelief at the fact that a famous chef Gordon Ramsay who more often cooks meat-based dishes, seafood, and dishes that use animal products is making vegetarian food and this does not match his usual cooking style. Hence, the “What? *Gordon making vegetarian food?*” shows that Uncle Roger is surprised and a bit incredulous at what Gordon Ramsay is doing.

**Datum 11:**

“No, no more saute. *Haiyaa, Uncle Joshua, are you Omicron? Because you keep fucking everything up now.*”

The sentence contains sarcastic verbal humor. The sentence contains particularized conversational implicature. This sentence has an expressive function. In this sentence “*Haiyaa, Uncle Joshua, are you Omicron?*”, Uncle Roger as the speaker expresses dissatisfaction with Joshua Weissman, Uncle Roger likens him to a variant of the

COVID-19 virus known as “Omicron”, which is associated with trouble or disorder. This is a strong expression of Uncle Roger's anger or disapproval.

**Datum 19:**

“Hmm... *that is the most beautiful sight.*”

Uncle Roger's utterance contains irony type verbal humor. The sentence also contains generalize conversation implicature. In the sentence there is an expressive function, where the sentence is used to express the speaker's feelings, wants or emotions. This sentence shows a sense of admiration for something the speaker sees, in this sentence Uncle Roger expresses his admiration when he sees Joshua Weisman sprinkling MSG, which Uncle Roger thinks is very impressive. Therefore, Uncle Roger says “*that is the most beautiful sight.*” Because he felt amazed and happy with what Joshua Weisman did.

**Datum 20:**

“Oh my God. *He cooks rice in rice cooker.*”

The sentence contains ironic verbal humor. Where Uncle Roger says, “*He cooks rice in a rice cooker.*”, this implies that doing something as simple as using a rice cooker, which is generally common, is here considered surprising and shows amazement at

something very common. This creates a comedic contradiction. In this sentence there is particularized conversational implicature. In this case the listener or audience needs context to understand the sentence spoken by Uncle Roger.

The sentence spoken by Uncle Roger has an expressive function. Uncle Roger used the sentence to express his surprise or astonishment at what he saw. The phrase “Oh my God” shows strong emotion. It shows that Uncle Roger was surprised. The next statement, “*He cooks rice in a rice cooker.*”, this sentence shows something that Uncle Roger might consider unusual to see and even surprised Uncle Roger.

#### **b. Assertive**

Assertive function is a function that aims to convey information, inform, and convey something to speech partners. In this study, there are 23% of Uncle Roger's utterances that have an assertive function. The following are some examples of sentences that have this function:

##### **Datum 1:**

“*Fuiyoo \$242? egg fried rice, so simple, three ingredients, egg, fry, and rice.*”

Uncle Roger's words contain the implicature of Generalize conversation and in Uncle Roger's utterance “egg fried rice, so simple,

three ingredients, egg, fry, and rice.” this contains an assertive function where the sentence aims to convey information (tell), report (inform), and convey something as it is to speech partners. Uncle Roger provides information that actually egg fried rice does not have to be expensive and the ingredients are also very simple. The utterance “Fuiyoo \$242?” also contains an expressive function, where Uncle Roger shows his surprise at the \$242 fried rice which should be egg fried rice is a food that can be made very simply.

**Datum 7:**

“Egg noodles? *Uncle Gordon already make mistake*”

In this sentence Uncle Roger criticizes the use of egg noodles, or egg noodles, as the main ingredient, which he says is an inappropriate or inauthentic move for certain dishes. In Asian culinary traditions, the type of noodle is very important and often depends on the type of dish being made. Uncle Roger considers it a mistake if the dish does not use egg noodles traditionally.

Uncle Roger's utterance contains verbal sarcasm humor, where Uncle Roger criticizes sharply without seeing what will be done next. The implicature contained in the sentence is particularized conversational implicature, where the listener needs to understand Uncle Roger's habits and understand that Uncle Roger has certain standards about the ingredients and methods used in cooking.

In the sentence spoken by Uncle Roger, it contains the function of assertive implicature, where Uncle Roger as the speaker conveys an opinion that is considered correct. “*Uncle Gordon already made a mistake*” This is a statement used to convey an opinion or judgment that Uncle Gordon has made a mistake. The speaker states what he considers to be true based on his experience with Uncle Gordon's actions. The word “Egg noodles?” also contains an expressive function, in this case Uncle Roger shows his surprise at being considered to have made a mistake when cooking.

**Datum 17:**

“*Is Uncle Roger hallucinating?* This is the first white guy with a rice cooker. Uncle Roger impressed”

This statement started out in a joking tone, but Uncle Roger was actually giving a compliment. He sees the use of a rice cooker as a sign that someone understands the importance of cooking rice in a correct and practical way. Compared to other methods, such as cooking rice in a pot, which he often criticizes, the use of a rice cooker is considered a positive step.

The sentence spoken by Uncle Roger contains irony and sarcasm verbal humor. This sentence also contains particularized conversational implicature. The sentence “This is the first white guy with a rice cooker.” implies that speakers almost never see white



people using rice cookers, and indirectly this sentence forms cultural stereotypes about who usually uses these tools. Then, “Uncle Roger was impressed” indicates that, although not expected, the speaker (Uncle Roger) was impressed by the fact that the person used a rice cooker.

The implicature function contained in the sentence is an assertive function. The sentence spoken by Uncle Roger, “This is the first white guy with a rice cooker.” is an assertive function because in this sentence the speaker conveys a fact or subjective opinion. He says that he has never seen a white person using a rice cooker and this is the first time. Then, “*Is Uncle Roger hallucinating?*” and “Uncle Roger is impressed” contain expressive functions. From these sentences, Uncle Roger gave a reaction of admiration and surprise at the unexpected event. This is an expressive function where the speaker expresses his feelings, which are impressed and unusual.

**Datum 21:**

“*Uncle Roger on the fence.* At least he acknowledge he not using MSG, but he finding replacement for the umami flavor.”

This expression contains particulized conversational implicature. People who hear this must understand or know Uncle Roger's cooking habits or ways. The sentence, “At least he acknowledges he is not using MSG, but he finding a replacement for

the umami flavor”, Uncle Roger shows and provides information, that he acknowledges if he is not using MSG, but tries to find a replacement for the umami flavor. In this type of assertive speech act, speakers convey factual statements or opinions that are based on what they see. The speaker expresses a feeling of doubt in this sentence, which is an expressive function. By saying “Uncle Roger is on the fence,” the speaker shows that he is not fully satisfied or convinced by the other person's actions. This statement describes the speaker's emotions and attitude.

**Datum 26:**

“Tupperware correct. *Asian people favorite!*”

The common term for plastic food storage containers is Tupperware. Tupperware is very popular in many Asian families as it is used to store leftovers, cooking ingredients, or even non-food items. Uncle Roger humorously refers to it as “*Asian people favorite*”, referring to this cultural phenomenon being popular and relevant among Asians.

The utterance, “*Asian people favorite!*”, contains verbal humor. The speaker humorously reinforces the idea that Tupperware is a very Asian-like choice, creating cuteness through an exaggerative cultural analysis. This utterance contains particularized conversational implicature, as the listener must understand the

broader cultural and social context. The utterance implies that Asians often use Tupperware or even like Tupperware.

The sentence has an assertive function because Uncle Roger as the speaker expresses a subjective statement of fact. Uncle Roger explains that the use of Tupperware is considered “correct” and is something common or favored in Asian cultures. Although this is based on common stereotypes. This sentence also has an expressive function, in which speakers express their feelings, emotions, or attitudes. The expressive function is in the sentence “*Asian people favorite!*”, where the speaker expresses humor or light satire about cultural stereotypes.

### c. Directive

The directive function is used to ask the listener to act or do according to what is expressed by the speaker. In this study, researchers found 12% of Uncle Roger's utterances that have directive functions. The following are some examples of sentences that have directive functions,

#### **Datum 3:**

“*Wait, what? why are you putting egg in like that.*”

The sentence said by Uncle Roger contains sarcasm humor, in the sentence there is an implicature of Generalize Conversation and has a directive function, where the function is used when the speaker

tries to influence the listener to do something. The sentence “Why are you putting egg in like that.” looks like a question, but the sentence actually contains implicit criticism or advice. The sentence shows that Uncle Roger disagrees with the cooking method used, and indirectly the sentence shows that Uncle Roger as the speaker asks to reconsider or change his choice.

This sentence encourages thinking back to what was done before adding the eggs in this way. The sentence also has an expressive function. “*Wait, what?*” shows the speaker's confusion and surprise when the egg was added to the dish. This is an example of a spontaneous reaction that shows disapproval or disbelief of the action just seen.

**Datum 4:**

“*Wait, what? what she say? MSG?*”

MSG is one of the main themes in Uncle Roger's persona. He often uses it to satirize chefs who don't use it or praise those who use it correctly. Uncle Roger often uses MSG as a symbol of flavor perfection in Asian cuisine. This line is a reminder of how important MSG is to him in producing delicious dishes. With a humorous and dramatic tone, he builds up the audience's expectation to look forward to his responses which often praise MSG as an essential element in Asian cuisine.

The sentence uttered by Uncle Roger contains ironic verbal humor and there is particulized conversational implicature. The sentence has a directive function. Where the words “what she say? *MSG?*” has an implicit directive function. From these words, Uncle Roger seems to ask for an explanation of what was said. This question asks the interlocutor to repeat or give an explanation of what they said. It's as if Uncle Roger didn't believe and was surprised by what he heard. The sentence also has an expressive function. The words, “*Wait, what?*” show Uncle Roger's surprise and confusion about what they just heard. This is a spontaneous response that is often used to show disbelief or shock at something that is not as expected.

**Datum 5:**

“Last time, Gordon Ramsay make eeg fried rice so good, Uncle Roger call him uncle gordon. this time he back making ramen, *can he keep his uncle title or he gonna lose it?*”

The sentence contains irony type verbal humor and there is particulized conversational implicature. The sentence has a directive function. The question, “*Can he keep his uncle title or is he gonna lose it?*” is implicitly directive because it asks others to judge whether Gordon Ramsay can keep the title “Uncle”. Thus, this question invites the audience to wait and judge Gordon Ramsay's ability, and indirectly Uncle Roger gives a challenge to Gordon Ramsay.

In addition, this sentence also has an expressive function. The sentence said by Uncle Roger, “Last time, Gordon Ramsay made eeg fried rice so good, uncle roger called him uncle gordon. this time he is back making ramen.” is a compliment to Gordon Ramsay for the fried rice he made before. Then in the sentence “*Can he keep his uncle title or he gonna lose it?*” this also has an expressive function. In this sentence Uncle Roger questions whether he will be able to maintain the same standard for cooking ramen. This shows Uncle Roger's feelings towards Ramsay's ability.

**Datum 22:**

“*Don't be shy. Sprinkle a little bit of MSG on there.*”

This line indirectly criticizes the stigma of MSG, especially in Western countries, where MSG is sometimes considered harmful or dangerous to health, even though scientific research shows that if used properly, MSG is safe to consume. Uncle Roger jokingly urges the audience to ignore the concerns and focus on the flavors. Through this statement, he not only entertains but also counters the negative stigma often attached to MSG while promoting Asian culinary traditions. His comments encourage the audience to be more open to the use of MSG as a way to enhance the taste of food, making it part of Uncle Roger's unique style of combining humor and education.

Uncle Roger's sentence contains humor because MSG is usually considered unhealthy, but Uncle Roger considers it normal and not serious. This sentence also contains particularized conversational implicature. Listeners need to know and understand the habits or methods and ingredients that Uncle Roger usually uses for cooking to understand the context in the sentence.

This sentence has a directive function, which is used when the speaker tries to influence the listener to do something. The sentence "*Don't be shy*" is a direct instruction that asks the listener not to hesitate. In this sentence, the listener is asked to change his view and act confidently. "Sprinkle a little bit of MSG on there" is a direct command to the listener to sprinkle MSG on the food. This sentence explicitly asks the listener to perform a specific action.

#### **d. Declarative**

In this study, researcher found 3% declarative function in Uncle Roger's speech. This declarative function is the least found function in Uncle Roger's utterances. The following are Uncle Roger's utterances that contain declarative functions found,

##### **Datum 24:**

"This guy is *Uncle Sherson* from now on."

This sentence contains verbal humor including parody, in that Uncle Roger parodies the title of respect in a humorous way. In

this sentence, there is a type of particulized conversation implicature. This sentence contains a declarative function that aims to change a state or condition. “This guy is *Uncle Sherson* from now on” Uncle Roger's words are a statement that stipulates that someone will be referred to as ‘Uncle Sherson’ from now on. This sentence conveys the opinion or decision of Uncle Roger as the speaker about changing one's status or nickname.

## **B. Discussion**

In this study, researchers discussed the types of humor, types and functions of implicature in humor in several videos from Uncle Roger's TikTok account. Judging from previous research, this research has a difference where the data used in this study is new and has never been used in previous studies. In the 7 Uncle Roger cooking reaction videos, it was found that there were 26 Uncle Roger utterances that contained verbal humor. The humor is of the types of irony 48%, sarcasm 43%, parody 6%, wit 3%, and in the Uncle Roger videos, there are more uses of verbal humor of the irony type. From the results that have been found, this study has similar findings with research conducted by Angesti and Meilasari (2021), in which several humor devices were found including irony, sarcasm, and wit. In contrast to previous research conducted by Afdhal and Hamzah (2019) which found 9 out of 12 types of verbal humor.

Based on the research findings, researchers found that particulized conversation implicature is a type of implicature that often appears. Of the



26 total utterances of Uncle Roger that contain humor, there are 23 particularized conversational implicatures contained in the humor and 3 others are generalized conversational implicatures. This is because the audience needs to know and understand Uncle Roger's habits and background in criticizing the way of cooking or the ingredients used by someone to cook in order to understand the implicit meaning spoken by Uncle Roger. In this study, there are no types of conventional implicature and scalar implicature.

There are differences from previous research conducted by Fitria, et al. (2023), the study used Grice's theory (1975). The research found more general conversational implicature. Then the research conducted by Harianto, et al. (2019), the study also used Grice's theory and more dominant conversational implicatures were found in the study. The study also examined violations of maxims in the object.

The type of expressive function is found the most compared to other functions. From the data that has been found, 62% of Uncle Roger's utterances have expressive functions. In addition, 23% of assertive functions are also found in Uncle Roger's speech. Researchers also found that 12% of Uncle Roger's 26 humorous utterances have directive functions. Then, another 3% is a declarative function. The researcher did not find any commissive function contained in Uncle Roger's implicature. This is different from the previous research conducted by Ayuni (2023), in which 7 assertive utterances, 4 directive utterances, 4 declarative utterances, and 5 expressive utterances were found. The research shows that the assertive

function is more dominant than the others. The similarity between this research and the previous research is the absence of commissive function.

The expressive function in this study is more dominant because this expressive function helps to build an interesting and unique impression, and it makes entertaining humor, gives criticism in a funny way, and builds relationships with its audience. With distinctive and exaggerated strong expressions, Uncle Roger manages to deliver content that is funny, memorable, still informative, and keeps the audience engaged and entertained while viewing the video.

However, there are some of Uncle Roger's utterances that contain implicatures that have two implicature functions at once. Like the combination of assertive and expressive functions in the sentence "*Fuiyoo \$242? egg fried rice, so simple, three ingredients, egg, fry, and rice.*" The sentence has an assertive function, in which Uncle Roger provides information that fried rice is actually a food that can be made with simple ingredients and does not need to be expensive. The expressive function in this sentence is Uncle Roger's surprise and disbelief at the \$242 fried rice. These two functions are used simultaneously, so that the speaker not only provides information but also expresses his feelings.

From the results of this study, irony humor used by Uncle Roger uses special conversational implicatures that have assertive and expressive functions, then sarcasm humor is also more likely to use special conversational implicatures which also contain more assertive and

expressive functions. Furthermore, parody humor is also more likely to use special conversational implicatures and has declarative and expressive functions. Meanwhile, wit humor also uses special conversational implicatures and has expressive functions. From these results, it can be seen that Uncle Roger often uses irony and sarcasm types of humor that contain particularized conversational implicature whose functions are more to express Uncle Roger's expressions in commenting on how-to videos and the ingredients used by others to cook. Therefore, Uncle Roger's videos have their own characteristics. It can also be an attraction for the audience.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

In this section, the conclusions of the previously discussed research are explained. In addition, this chapter provides suggestions for readers and anyone who will research topics similar to this research.

#### **A. CONCLUSION**

This study only focuses on data containing humor. The results of the analysis show that the character of Uncle Roger more often uses sarcasm and irony humor that contain specific conversational implicatures in his utterances. General conversational implicatures also appear, but less frequently. The expressive function is the most dominant one used by Uncle Roger and is used to convey the speaker's emotional reaction. Uncle Roger also expresses his opinion or judgment about the way of cooking or the ingredients used by someone, this is an assertive function. In addition, there are directive functions found, although not as many as expressive and assertive. The least common function found in this analysis is the declarative function and in this study no commissive function was found.

From the results of the analysis that has been done, it can be concluded that humor in Uncle Roger's utterances does not only depend on the content of what is said, but also on the way of delivery with implicatures that invite audience laughter through reactions and evaluations that are sometimes excessive. This shows that the way of communication such as

the use of implicature and the function of implicature in the utterance can affect the outcome of effective humor in interaction.

This study can be a reference for research in the field of linguistics through new perspectives and data used in the research. This is especially true if it is necessary to better understand the field of pragmatics. This research also has practical applications to understand how language is used in everyday life.

## **B. SUGGESTIONS**

This research analyzes the type of humor used in TikTok videos. This study also analyzes the implicature and function of the implicature contained in the humor sentence. From the results of this study there are several suggestions as follows; for readers, it is hoped that this research can be used to increase knowledge about pragmatic, especially about implicature in humor. This needs to be learned so that there is no misunderstanding in communicating between one another.

For future researchers, researchers can develop this research into a more diverse research by exploring the types and functions of implicatures that have not been found and using other methods and research objects. Future research can also use different and newer theories. Future research can also add the relationship between humor and implicature. With this, the results of this study can be used for more complete research in the future

and enrich the understanding of the role of implicature in humorous sentences more thoroughly.

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## **CURRICULUM VITAE**



Elya Durotul Munawaroh was born in Malang on August 15th, 2001. She graduated from MA Nurul Ulum in 2020. She started her higher education in 2020 at the English Department of UIN Maulana Malik Ibrahim Malang and finished in 2024. During her education at the University, she joined the 2021 HMJ English Department. Then in 2023, she joined the DEMA organization of the Faculty of Humanities. This helped her gain new insights, new experiences and new relationships.

**APPENDIX**  
**TYPES OF HUMOR**

No.	Utterances	Humor Verbal											
		Jokes	Puns	Riddles	Satire	Parody	Irony	Wit	Limerick	Farce	Anecdote	Sarcasm	Tall tale
1.	<i>Fuiyoo \$242?. egg fried rice, so simple, three ingradient, egg, fry and rice.</i>											✓	
2.	Niece esther think <i>mony grow on tree.</i>						✓					✓	
3.	<i>Wait, what?</i> why are you putting egg in like that.											✓	
4.	<i>Wait, what?</i> what she say? <i>MSG?</i>						✓						
5.	Last time, Gordon Ramsay make eeg fried rice so good, uncle roger call him uncle gordon. This time he back making						✓						



	<i>you keep fucking everything up now.</i>												
12.	<i>Perfect fried rice? by this guy? uncle roger can't tell who more white and straight this guy or his teets.</i>						✓						✓
13.	<i>Uncle Roger gonna deliver my wording in the style of Nephew Nick.</i>						✓						
14.	<i>You make fried rice, it look so good, but I can't give you the uncle title, because didn't make the rice yourself, haiyaa...</i>												✓
15.	<i>Really? He don't even look like a chef. He look more like guy who own more bitcoin than friend.</i>						✓						✓
16.	<i>Can he make Uncle Roger fried rice better? Uncle Roger be the judge of that.</i>						✓						✓

17.	<i>Is Uncle Roger hallucinating? This is the first white guy with a rice cooker. Uncle Roger impressed</i>						✓					✓	
18.	<i>Fuiyoo, like Uncle Gordon, Nephew Joshua is wok fuck boy also.</i>					✓						✓	
19.	<i>Hmm... that is the most beautiful sight</i>						✓						
20.	<i>Oh my God. He cook rice in rice cooker.</i>						✓						
21.	<i>Uncle Roger on the fence. at least he acknowledges he not using MSG. but he is finding replacement for the umami flavor</i>						✓						
22.	<i>Don't be shy. Sprinkle a little bit of MSG on there.</i>						✓						
23.	<i>Not bad! Not bad! Uncle Roger quite impressed.</i>							✓					

24.	This guy is <i>uncle Sherson</i> <i>from now on</i>					✓							
25.	<i>Little boy</i> making egg fried rice.											✓	
26.	Tupperware correct. <i>Asian</i> <i>people favorite!</i>						✓					✓	
	<b>Total</b>					<b>2</b>	<b>17</b>	<b>1</b>				<b>15</b>	



### TYPES AND FUNCTIONS OF IMPLICATURE

No.	Utterances	Types of Implicature				Function of Implicature				
		Conventional Implicature	Generalize Conversation Implicature	Scalar Implicature	Particulazed Conversation al Implicature	Asserti ve	Directi ve	Commi ssive	Expre ssive	Declarati ve
1.	<i>Fuiyoo \$242?.</i> egg fried rice, so simple, three ingridient, egg, fry and rice.		✓			✓			✓	
2.	Niece esther <i>think mony grow on tree.</i>				✓	✓			✓	
3.	<i>Wait, what?</i> why are you putting egg in like that.		✓				✓		✓	
4.	<i>Wait, what?</i> what she say? <i>MSG?</i>				✓		✓		✓	
5.	Last time, Gordon Ramsay make eeg fried rice so good, uncle roger call him uncle gordon. this time he back making ramen, <i>can</i>				✓		✓		✓	

	<i>he keep his uncle title or he gonna lose it?</i>									
6.	What? Gordon making vegetarian food?				✓				✓	
7.	Egg noodles? Uncle Gordon already make mistake				✓	✓			✓	
8.	Joshua Weissman. He got man bun, he got goatee, he look like incel who can cook.				✓				✓	
9.	Let's see can he keep his uncle title? or is he gonna make our ancestor cry?				✓	✓				
10.	Wait, what? palm sugar, correct. but, why your palm sugar look like rock.				✓				✓	
11.	No, no more saute. Haiyaa, Uncle Joshua, are you Omicron? Because you keep fucking everything up now.				✓				✓	

12.	<i>Perfect fried rice? by this guy? uncle roger can't tell who more white and straight this guy or his teets.</i>				✓				✓	
13.	<i>Uncle Roger gonna deliver my wording in the style of Nephew Nick.</i>				✓				✓	
14.	<i>You make fried rice, it look so good, but I can't give you the uncle title, because didn't make the rice yourself, haiyaa...</i>				✓				✓	
15.	<i>Really? He don't even look like a chef. He look more like guy who own more bitcoin than friend.</i>				✓				✓	
16.	<i>Can he make Uncle Roger fried rice better? Uncle Roger be the judge of that.</i>				✓				✓	
17.	<i>Is Uncle Roger hallucinating? This is the first white guy with a rice</i>				✓	✓			✓	

	<i>cooker. Uncle Roger impressed</i>									
18.	<i>Fuiyoo, like Uncle Gordon, Nephew Joshua is wok fuck boy also.</i>				✓				✓	
19.	<i>Hmm... that is the most beautiful sight</i>		✓						✓	
20.	<i>Oh my God. He cook rice in rice cooker.</i>				✓				✓	
21.	<i>Uncle Roger on the fence. at least he acknowledges he not using MSG. but he is finding replacement for the umami flavor</i>				✓	✓			✓	
22.	<i>Don't be shy. Sprinkle a little bit of MSG on there.</i>				✓		✓			
23.	<i>Not bad! Not bad! Uncle Roger quite impressed.</i>				✓				✓	
24.	<i>This guy is uncle Sherson from now on</i>				✓					✓

<b>25.</b>	<i>Little boy making egg fried rice.</i>				✓	✓				
<b>26.</b>	<i>Tupperware correct. Asian people favorite!</i>				✓	✓				
<b>Total</b>		<b>0</b>	<b>3</b>	<b>0</b>	<b>23</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>21</b>	<b>1</b>
		<b>26</b>								