

# Proceedings

## **The 5th Annual INTERNATIONAL SEMINAR on Transformative Education and Educational Leadership**

Theme : Education Innovation in Globalization Practice

22 September 2020  
Postgraduate School - Universitas Negeri Medan



Supported by :



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**Schedule of The 5<sup>th</sup> Annual Internatioanal Seminar on Transformative Education and Educational Leadership (AISTEEL) 2020**  
**Postgraduate School, Universitas Negeri Medan**

**22 September 2020**

<b>(Indonesian time)</b>	<b>Activities</b>	<b>PIC/Moderator</b>
07.00 – 08.30 (am)	Preliminaries	committee
08.30 - 08.45 (am)	<b>Opening Ceremony</b> 1. MC Speech 2. Indonesian National Anthem 3. Pray 4. Chairperson Report 5. Welcoming speech of Director of Postgraduate School 6. Welcoming speech and official opening of Rector of Universitas Negeri Medan 7. Photo session	MC (Dr. Anni Holila Pulungan, M.Hum & Sofianto Gultom, S.Pd)
08.45 – 09.25 (am)	Keynote Speech 1: <b>Prof. Dr. Syawal Gultom, M.Pd</b> (Universitas Negeri Medan– Indonesia)	Dr. Rahmad Husein, M.Ed
09.25 – 10.05 (am)	Keynote Speech 2 <b>Prof. Emmanuel Manalo</b> (Graduate School of Education, Kyoto University, Japan)	Prof. Amrin Saragih, PhD
10.05 – 10.45 (am)	Keynote Speech 3 <b>Dr. Susan Ledger</b> (Head of Education, Murdoch University - Australia)	
10.45 – 11.25 (am)	Keynote Speech 4 <b>Prof. Dr. Ekkarin Sungtong</b> (Dean of Faculty of Education Prince of Songkla University - Thailand)	Mangara Simanjorang, PhD
11.25 – 12.05 (am)	Keynote Speech 5 <b>Assoc. Prof. Yuri Uesaka</b> (The University of Tokyo - Japan)	
<b>12.05 – 13.30</b>	<b>Break</b>	
<b>13.30 – 15.30</b> (pm)	<b>Parallel Session 1</b> <b>(divided to 19 parallel rooms)</b>	Moderator/Operator
15.30 – 15.35 (pm)	Break	
15.35 – 17.00 (pm)	<b>Parallel Session 2</b> <b>(divide to 19 parallel rooms)</b>	Moderator/Operator
17.00 – 17.10 (pm)	Cloosing	committee

**Proceedings of the 5<sup>th</sup> Annual International Seminar on Transformative Education  
and Educational Leadership (AISTEEL 2020)**

**Preface**

The fifth Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2020) was held by virtual seminar on 22 September 2020. This seminar is organized by Postgraduate School, Universitas Negeri Medan and become a routine agenda at Postgraduate program of Unimed now.

The AISTEEL is realized this year with various presenters, lecturers, researchers and students from universities both in and out of Indonesia participating in, the seminar with theme “Educational Innovation in Globalization Practice”.

The fifth AISTEEL presents 4 distinguished keynote speakers from Universitas Negeri Medan - Indonesia, Kyoto University - Japan, Murdoch University – Australia, Prince of Songkla University – Thailand and from The University of Tokyo - Japan. In addition, presenters of parallel sessions come from various Government and Private Universities, Institutions, Academy, and Schools. Some of them are those who have sat and will sit in the oral defence examination. The plenary speakers have been present topics covering multi disciplines. They have contributed many inspiring inputs on current trending educational research topics all over the world. The expectation is that all potential lecturers and students have shared their research findings for improving their teaching process and quality, and leadership.

There are 180 articles submitted to committee, some of which are presented orally in parallel sessions, and others are presented through posters. The articles have been reviewed by double blind reviewer and 104 of them were accepted for published by Atlantis Press indexed by International Indexation, while 54 papers are published by digital library indexed by google scholar..

The Committees of AISTEEL invest great efforts in reviewing the papers submitted to the conference and organizing the sessions to enable the participants to gain maximum benefit.

Grateful thanks to all of members of The 5<sup>th</sup> Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2020) for their outstanding contributions. Thanks also given to Atlantis Press for producing this volume.

The Editors

**Bornok Sinaga**  
**Rahmad Husein**  
**Juniastel Rajagukguk**

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# Flouting Maxim of Humor in Digidoy Comic Strips

Yanti Hidayani Hasibuan  
*English Applied Linguistic Study  
Program  
Postgraduate School, UNIMED  
Medan, Indonesia  
yanti.hsb87@gmail.com*

T. Silvana Sinar  
*North Sumatera University  
USU  
Medan, Indonesia*

Rahmad Husein  
*English Applied Linguistic Study  
Program  
Postgraduate School, UNIMED  
Medan, Indonesia  
rhnapitupulu@yahoo.com*

**Abstract**— The research was a qualitative research at flouting maxim of humor in Digidoy Comic strips. The researcher observe that flouting maxim of cooperative principles than create humor. The data sources of this research are ten top comic strips with different title. There were 25 flouting maxim found in the comic strips. The data are collected by selecting and analyzing containing flouting maxim in Digidoy comic strips. The findings of this research found that flouting most appeared forms of humor is spontaneous conversational humor.

**Keywords**— *Cooperative principles; Flouting maxim; Forms of Humor*

## I. INTRODUCTION

### A. Background of the Research

In the process of communication, speakers are expected to obey the maxim of cooperative principles to convey messages effectively. However, many speakers disobey it for some reasons. Flouting of maxim is one of cases when speakers fail to observe the maxim to generate an implicature. This research aimed to find the types of flouting of maxim.

Humor has been studied quite extensively over the years with linguistic approaches. It is possible to name several different approaches on the field, e.g. semiotic approach, sociolinguistic approach, stylistic approach and pragmatic approach. In pragmatic field, humor is seen as a violation of Grice's Cooperative Principle.

Knowing that humor is problematic due to its subjective perception that people may perceive it as either funny or unfunny, it is important to have a deeper analysis of humor creation by using the theory of Cooperative Principle, that humorous expressions are created through maxim flouting of Cooperative Principle. Humor differs from other modes of communication that involve violations of the Cooperative Principle like lying. Amusement is largely approved of socially and that significant amounts of humor are incorporated in everyday conversations, exchanges, etc. Therefore, humor is not seen as a bad model of communication like lying, but rather as a part of daily communication.

Humor may usually be formed by non-bonafide process of communication [1]. Humor is a violation of principles of communication suggested by pragmatic principles, both

textually and interpersonally. Moreover, in order to make a successful conversation, speakers should obey the four cooperative maxims.

The phenomena of humor as the result of flouting of maxims can be found in the comic strips that provides many humorous pictures and conversations. The characters in the comic flout maxim of quality the most because of the influence of Indonesian culture which tend to be indirect in communication. However, according to Attardo, it is common in a research of humor which claims that every jokes will at least violate one maxim of the cooperative principle [2].

Based on the explanation above, the researcher interesting and then did a research entitle: "Flouting Maxim Of Humor in Digidoy Comic Strips".

### B. Problem of the Research

From the explanation above, the researcher formulates the research problem as follow : What types of maxims are flouted by the characters to create humor in Digidoy Comic Strips?

### C. Objective of the Reseach

Based on the formulation of the problem, the objective of the research is to identify types of maxims are flouted by the characters to create humor in Digidoy Comic Strips

## II. LITERATURE REVIEW

### A. Maxims cooperative principles

Grice proposed four conversational maxims cooperative principles. They are maxims of quality, quantity, relevance and manner [3]. Maxim of quantity means that speakers should be as informative as is required, that they should give neither too little information nor too much. Some speakers like to point to the fact that they know how much information the hearer requires or can be bothered with. People who give too little information risk their hearer not to be able to identify what they are talking about because they are not explicit enough. On the other hand, those who give more information than the hearer needs risk boring them. The effect of this maxim is to present that the statement is the strongest, or most informative, that can be made in the situation.

The second maxim is the maxim of quality, which says that speakers are, expected to be sincere, to be saying

something that they believe correspond to reality. They are assumed not to say anything that they believe to be false or anything for which they lack evidence. Some speakers like to draw their hearer's attention to the fact that they are only saying what they believe to be true, and that they lack adequate evidence.

The third maxim is the maxim of relevance, which says that speakers are assumed to be saying something that is relevant to what has been said before. While the fourth maxim is the maxim of manner, which says that speakers should be brief and orderly, and avoids obscurity and ambiguity.

In communicating with others, sometimes people do interaction which is not accordance with the maxims. They do not follow the principles and break the rule of maxims to communicate their ideas for some reasons. In this case, the speakers violate and flout the maxims for achieving some purposes.

### B. Flouting Maxim

Flouting maxim is a particularly silent way of getting an addressee to draw inference and hence recover an implicature [3]. Moreover, when the speaker does not seem to hold on the maxims but expect the hearers to get the meaning implied, it is called flouting the maxims [4].

### C. Form of Humor

During the course of a typical day, people encounter many different forms of humor communicated by different means and for different purposes. Some of humor comes via the mass media [5]. Radio hosts frequently crack jokes and make witty comments; television provides with a constant diet of humor in the form of sitcoms, blooper shows, stand-up comedy, political satire, and humorous advertisements; and people encounter it also in newspaper comic strips and cartoons, comedy movies, and humorous books. Furthermore, he also divides humor that occurs in everyday social interactions into three broad categories: The first is jokes that are prepackaged humorous anecdotes that people memorize and pass on to one another. The second is spontaneous conversational humor that consists of eleven types, i.e irony, satire, sarcasm, overstatement and understatement, self-depreciation, teasing, replies to rhetorical questions, clever replies to serious statement, double entendres, transformations of frozen expressions, and puns. The last one is unintentional humor that consists of two types, i.e accidental physical humor and accidental linguistic humor.

## III. RESEARCH METHODOLOGY

### A. Research Design

This study conducted a descriptive qualitative design to explain flouting maxim of humor in comic strips.

### B. Data and Source of Data

The data of this study are flouting maxim in comic strips . Hence, the flouting maxim consisted of clauses and sentences.

The source of the data is online comic strips named Digidoy comic strips.

### C. Data Collection

The technique of data collection is applying the documentary technique. Documentary technique is a method for collecting the data which is keep in the form of documentation [6]. Documentation means that the technique collecting data in the research which based on searching data in the form of textbook, report of the research, newspaper, magazine, journal, internet sites, comic, TV, radio which considered relevant with the research. The comic strips especially Digidoy comic strips will be read and analyzed to find the flouting maxim of humor. The procedures of administrating the data from comic strips are as follows: (1) selecting comic strips which contains flouting maxim of humor, (2) classifying comic strips which include flouting maxim, (3) make analysis about the clause which flouting maxim, (4) elaborating the finding which have analyzed.

## IV. RESEARCH FINDINGS

### A. Data Collection and Analysis

a) The data collect by selecting comic strips which contains flouting maxim of humor. After the data collected, the researcher selected to find out the types of flouting maxim were used on Digidoy comic strips.

### B. The types of maxims are flouted by the characters in Digidoy Comic Strips

TABLE I. MAXIMS FLOUTED BY THE CHARACTERS IN DIGIDOY COMIC STRIPS

Type of Maxim	Flouting	Percentage of Occurrences
Quantity	2	8%
Quality	10	40%
Relation	5	20%
Manner	8	32%
Total	25	100%

Based on table above researcher found that from the four types of maxim flouting, the most prominent one is the employment of maxim of quality flouting. It occurs ten times out of the total of twenty five data. In other words, out of the total 100%, its percentage is 40 %. Flouting maxim of quantity occurs twice (8%), maxim of relation five times (20%), and maxim of manner eight times (32%). The characters employ maxim of quality flouting to create forms and functions of humor. In terms of forms of humor, the characters flout maxim of quality to create spontaneous conversational humor. There are three types of spontaneous conversational humor that are created by maxim of quality flouting, i.e. irony, sarcasm, and satire. Satire has become the most prominent phenomenon of humor created by maxim of quality flouting which is equal to 20 %. Irony and Sarcasm which flouted maxim of quality place on the last rank which only occurs once or 10 %.

The second prominent maxim flouting is maxim of manner flouting. It occurs eight times out of 25 data with the percentage of 32 % out of 100%. The characters use maxim of relation to create spontaneous conversational humor. The types of spontaneous conversational humor that they create are satire, transformations of frozen expression, and teasing. In terms of function, there are three types of function created by maxim of manner flouting. They are social management, defunctionalization and decommitment. Following maxim of manner flouting, there is maxim of relation flouting. It occurs five times with the percentage of 20%. The characters flout maxim of quantity to create two forms of humor: joke and spontaneous conversational humor. Irony is found as a form of humor on this maxim flouting which function is to display ingratiation and or social play which is still in the spectrum of social management.

Meanwhile, there is only one type of humor that are created by maxim of quantity flouting which is irony. This maxim flouting is the last rank flouting which occurs twice or 8%. It is because saying something in brief way or less informative is not effective to create humor to the viewer's particularly in the comic strips platform. This will easily get confused about the point of the comic strip's utterances. The characters employ maxim of quantity flouting to create pun and reply to serious statement which belong to spontaneous conversational humor. Thus, humor is often created by maxim flouting and it can be done through many ways. They both happen once. In terms of function of humor, the characters create common ground establishment which only occur once.

## V. CONCLUSION AND SUGGESTION

### A. Conclusions

All maxim flouting are employed by the characters in Digidoy comic strips to create humor, i.e. flouting maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. The first most-often appearing phenomenon is maxim of quality flouting. It is because there are several ways to flout maxim of quality. The ways to flout maxim of quality are also found as the types of humor.

### B. Suggestions

There Considering the conclusions drawn above, the researcher proposes some suggestions as follows:

1. The researcher did not do detailed examination on the social management function of humor because there is too voluminous cataloging in it. Therefore, future researchers can perhaps conduct in-depth inquiries on social management function of humor. The defunctionalization has also not really elaborated as it does not bring many nuances to the comic strips. Moreover, this study only analyzed humor created by maxim flouting in Digidoy and hence the researcher would suggest that other researchers in the future may use different types of comedic platform with various topics to see whether all the findings in question are conclusive or not.

2. The students who take a concentration in linguistics should have acknowledged that humor can be analyzed using several linguistic approaches, such as sociolinguistics,

semiotics, and stylistics. The researcher suggests that more researches on humor are conducted using other linguistic approaches.

Finally for other researcher: it is suggested to replicate this research again with other different sample to get comparison result with this research.

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