



Cak Lontong's Humorous Discourse on Youtube Media in Pragmatic Perspective

(Wacana Humor Cak Lontong pada Media *Youtube* dalam Prespektif Pragmatik)

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Abstract: This study discusses the use of various speech acts in humorous discourse used by Cak Lontong on YouTube media from a pragmatic perspective. Humor can be used to convey multiple intentions that are described in a more relaxed and entertaining manner. Speakers and partners must understand the uniqueness of humorous speech so that the meaning of the speech can be adequately understood. This study used the qualitative descriptive method. The data source used is a document in the form of Cak Lontong's humorous speech in the Cak Lontong YouTube video. The data used in this study is the humorous speech of Cak Lontong, which entertains the opponent or audience. The focus of this research is to: (1) explain the function of speech acts; (2) explain the maxim of cooperation and violations of the maxim of cooperation; and (3) describe the use of direct and indirect speech acts. Based on the analysis and discussion results, it can be concluded that Cak Lontong uses assertive, rescriptive, expressive, and declarative speech acts to create humor. In addition, the speech delivered also contains direct and indirect speech and violates the principle of cooperation to create humor for the interlocutor or audience. The power of communication is in the speech process. The construction of meaning that the speaker can translate well will make the speech more interesting. The pragmatic approach is an alternative concept for speakers and co-speakers in constructive communicative activities. This study used a pragmatic approach to describe and explain the various speech acts used by Cak Lontong with humor. Various discussions by researchers about the maxim of politeness, the function of speech acts, direct speech acts, and indirect speech acts were an effort to describe the various speech acts of Cak Lontong in various contexts of speech. Different discussions are expected to provide theoretical implications regarding the pragmatic approach in Cak Lontong's humorous discourse.

Keywords **Cak Lontong, humor, maxim of cooperation, speech act, pragmatics**

Abstrak: Penelitian ini membahas mengenai penggunaan aneka tindak tutur pada wacana humor yang digunakan oleh Cak Lontong pada media *youtube* dalam perspektif pragmatik. Humor dapat digunakan untuk menyampaikan berbagai maksud yang disampaikan dengan lebih santai dan menghibur. Keunikan tuturan humor tersebut harus dapat dipahami oleh penutur dan mitra tutur, sehingga maksud tuturan dapat dimengerti secara baik. Penelitian ini menggunakan metode deskriptif kualitatif. Sumber data yang digunakan adalah dokumen berupa tuturan humor Cak Lontong dalam video *youtube* Cak Lontong. Data yang digunakan dalam penelitian ini adalah tuturan Cak Lontong yang berdaya humor yang memiliki fungsi untuk menghibur lawan tutur atau penontonnya. Fokus penelitian ini adalah; (1) menjelaskan fungsi tindak tutur; (2) menjelaskan maksim kerja sama dan pelanggaran maksim kerja sama; dan (3) menjelaskan penggunaan tindak tutur langsung dan tidak langsung. Berdasarkan hasil analisis dan pembahasan dapat disimpulkan bahwa Cak Lontong menggunakan tindak tutur asertif, direkrif, ekspresif, dan deklaratif untuk menciptakan humor. Selain itu, tuturan yang disampaikan juga mengandung tuturan langsung, tidak langsung, dan melanggar prinsip kerja sama dengan tujuan menciptakan humor kepada lawan tutur atau penontonnya. Kekuatan komunikasi ada pada proses tuturan. Kontruksi makna yang mampu diterjemahkan dengan baik oleh penutur akan menjadikan tuturan lebih menarik. Pendekatan pragmatik merupakan suatu konsep alternatif bagi penutur dan lawan petutur dalam aktivitas komunikatif yang konstruktif. Dalam penelitian ini digunakan pendekatan pragmatik untuk mendeskripsikan dan menjelaskan aneka tindak tutur yang digunakan Cak Lontong dalam berhumor. Aneka pembahasan peneliti mengenai maksim kesantunan, fungsi tindak tutur, tindak tutur langsung, dan tindak tutur tidak langsung sebagai upaya untuk medeskripsikan aneka

tindak tutur Cak Lontong dalam berbagai konteks tuturannya. Berbagai pembahasan diharapkan dapat memberikan implikatur secara teoretis mengenai pendekatan pragmatic dalam wacana humor Cak Lontong.

Kata Kunci Cak Lontong, humor, maksim kerja sama, tindak tutur, pragmatik

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INTRODUCTION

Human activities will not be separated from language activities. Ilimi & Baehaqie (2021) revealed that the main provision for communicating is language, which can also be used to communicate in an environment through speech. Speech skills will make it easier for speaker partners to listen to what has been conveyed. Speech acts can encourage speakers and listeners to realize their goals in communication activities (Rohmadi, 2023). The intended purpose is that speakers and speech partners can carry out activities to communicate cooperatively. Communication activities that go poorly will impact the quality of the message received, so the message cannot be adequately interpreted. One of the functions of language is to convey messages. This is in line with what was reported by Bram & Truly (2020); Kurniati (2017) explained that the language used by humans aims to convey messages, thoughts, ideas, and feelings and exchange information that may be needed.

Man and language are inseparable. As living beings, humans will use language media to support all their activities. According to Fauzi & Nurhidayatullah (2021) and Pratiwi & Rohmadi (2021), language is interpreted as a communication tool that plays a complex role in human life. The communication process conveyed through speech must be seen in the speech principles surrounding it, such as time factors, place, speech participants, and conditions. The use of speech acts in interaction is a study in the context and situation of language called the study of speech acts (Parker, 1986). Speaking of speech acts, both speakers and listeners need to consider other factors that influence them so that the speech can be digested by considering these factors (Fauzi et al., 2022; Pratiwi & Rohmadi, 2021; Soedjarwo, 2020). Quality message delivery will determine the continuity of informative speech. Informative speech will present a lot of information obtained by speakers and interlocutors.

Someone who speaks must understand the meaning of what he has said. Conversations that occur give rise to implication statements that can be interpreted, implied, or intended by the speaker, which can arise differently from what the speaker says in a conversation (Grice, 1957). A conversational implication is an implicative proposition or statement that the speaker may interpret, imply, or mean in conversation. Further, Hermiaji (2019) explained that implicature describes what might be construed, suggested, or intended differently from what is said. The speaker must think carefully before explaining what will be conveyed (Hastuti & Rohmadi, 2023).

Lately, speech that has humor power is very much in demand. The goals are very diverse, such as providing entertainment or delivering criticism. Speech that has the power of humor is more attract many people because the message conveyed is more interesting and seems relaxed, so the meaning of the speech is easier to digest. The selection of humor researchers take is a tangible form of fun communication practice. The use of humor conveyed by Cak Lontong on the YouTube channel makes speech conditions more flowing so that speech activities have entertaining value without reducing the essence of the message explained. The function of humor in a pragmatic perspective is a speech strategy to convey intentions implicitly and explicitly to the opponent, either directly or indirectly bound by context. This can be seen in the form of humorous speech acts that entertain, criticize, satirize, convince, and even provide learning for others or viewers in various contexts of life.

Someone who is identically serious will usually deliver his speech standardly. Unlike someone considered relaxed, he will usually use more varied addresses to entertain speech partners or use humor in various communication contexts. Wijana (1996) Smiling and laughing indicate that someone enjoys

humor. The use of humor is expected to minimize communication tensions in society. The creation of humor is not only concerned with the level of humor but must also contain good qualities, such as entertaining value or other benefits that can be obtained by speech partners (Inzani, 2022; Pangesti et al., 2022).

Humor or using humor in speech activities also sometimes has no value. This can happen because the partner cannot understand what the speaker means. We must interpret these events correctly so that the message contained in humor can be adequately understood (Fauzi et al., 2020). Good humor is when the humor is understandable and has a speech function. Pragmatics is expected to be able to break down the problem so that what we convey can be understood in depth. Pragmatics is a branch of linguistics that pays attention to text, text, and context to become speech (Novitasari et al., 2019). Related to that, Musika et al., (2019) state that pragmatics is the science that sees language in terms of form, meaning, and intent by relating it to the activities of speakers.

We can examine the form of speech delivered when humorous using a pragmatic approach. This approach will focus more on the implications of conversation and the function of speech acts to provide a comprehensive understanding of speech intent. The object used in this study is a humorous speech delivered by Cak Lontong on YouTube. The focus of this research is (1) to explain the function of speech acts; (2) to explain the maxim of cooperation and violations of the maxim of cooperation; and (3) to describe the use of direct and indirect speech acts.

Some similar studies on humor and speech acts have different research results. Sarah Lee et al., (2022), in a study entitled “Effects of positive affect and humor on divergent thinking,” explain that humor has a positively impacts mood. This happens because the speech used in humor contains entertainment. This problem shows that the humor used in Cak Lontong's humorous discourse is included in the expressive function of speech acts. These findings are closely related to research conducted by previous researchers on humor discourse in Indonesian and President Joko Widodo's humor from a pragmatic perspective. Of course, this will benefit researchers in developing research on humor from a pragmatic perspective. In addition, this study will strengthen and add research findings in the field of pragmatics, which examines various humorous discourses in print and electronic media with a pragmatic approach.

Research Kádár et al., (2023), titled “Self-Denigration in Chinese: An Interactional Speech Act Approach,” describes the use of speech acts in novels of the 14th and 20th centuries. The findings suggest that speech acts directed towards self-degrading have relevant value regarding cultural conditions in China. This is done to show appreciation to the interlocutor so that the communication carried out can have the value of mutual respect. If previous studies discussed humor and speech acts, then the research conducted by Kádár et al., (2023) gives a different emphasis. According to his research, polite speech will provide positive value. Such practices in pragmatics are included in the scale of politeness. This approach will help us understand that, as social beings, we must respect each other by practicing polite communication. The etiquette that has been discussed in the study above has a reasonably close correlation with the research conducted by the current author. The author analyzes the context of speech in the humorous content of Cak Lontong to see the application of politeness scales whether civility is applied, ignored, or violated in various contexts.

In addition, research by House et al., (2021) entitled “Altered speech act indication: A problem for foreign language learners?” explains that in every language, there is a very conventional relationship between expressions (behavior) and speech acts (language). Researchers are particularly interested in Chinese and English because traditional phrases in Chinese and English have very different speech acts that indicate capacity. The analysis showed that all kinds of altered speech act indications presented Chinese learners with problems with English. This study explained that behavior and speech are actions that cannot be separated in various contexts of life. Behavior and speech are tangible manifestations of truth and example. Speech cannot be trusted without corresponding action. Finding the meaning of speech can be solved using speech contexts that relate actions and words that are integrated with various social communication contexts.

The above studies have explained that using speech acts is an efficient approach to solving a problem. The language used by humans will not be separated from context. Therefore, the speech act approach is a solution to find the intention behind the message conveyed.

METHOD

Descriptive-qualitative is a method used by researchers to accompany the course of this research. According to [Cropley \(2019\)](#), qualitative research aims to gain knowledge about the construction of reality that occurs and is interpreted. A descriptive qualitative method is an approach that will help researchers describe the meaning of humor speech delivered by Cak Lontong on YouTube media. The source of data in this study is YouTube media. Researchers took money from Cak Lontong content that has been aired by several YouTube channels. Primary data is in the form of humorous speech delivered by Cak Lontong to entertain speech partners with various speech intentions.

Free, engaged, proficient method [Sudaryanto \(2015\)](#) is a strategy that researchers use with techniques of documenting, listening, and recording humorous utterances delivered by Cak Lontong on YouTube media. The data that has been obtained will be selected by researchers properly so that the data can be classified according to the formulation of the problem in this study. The suitability of the data will make it easier for researchers to analyze the problem in depth. YouTube media is an exciting source because the media is an alternative for someone to find information besides television. The content presented on YouTube is expected to be conveyed informatively so that it can provide understanding to the general public.

Researchers used the Miles and Huberman model to analyze research data. [Miles et al., \(2014\)](#) said that the qualitative data analysis process must be carried out interactively and occur continuously until it is complete. Activities in data analysis include data reduction, data display, and data conclusion drawing and verification. The three stages are used periodically with regular steps until concluding in the study. This research is analyzed and completed by deductive techniques, which conclude by describing facts and empirical data that are general to specific.

RESULTS AND DISCUSSION

This study discusses the function of speech acts in humor used by Cak Lontong. The humor gives an entertaining impression to the speakers. Humor in modern society has become an inseparable part of life. Everyone knows humor and even uses humor in communication, especially in casual situations ([Kusmanto et al., 2021](#)). In this study, researchers used the humor used by Cak Lontong in the form of speech to study the function of speech acts. In addition, researchers also observed the use of the principle of cooperation and the use of direct and indirect speech acts in these activities.

In a pragmatic context, the use of language must continue to run cooperatively. This means that speakers and speech partners must remain in the same corridor when carrying out speech activities so that the meaning of speech is understood together. The study had three findings: (1) the use of speech act functions, such as assertive, directive, expressive, and commissive speech acts; (2) maxims of cooperation and violations of maxims of cooperation; and (3) the use of speech acts delivered directly (explicitly) and indirectly (implicitly). Below, the researcher analyses the meaning of humorous speech used by Cak Lontong on YouTube media.

Assertive Speech Act Forms in Cak Lontong Humor

Data 1

Wendi	:	Ini bahaya loh (balapan)
Cak Lontong	:	Saya tahu kalau itu bahaya
Wendi	:	Terus kenapa dilakukan
Cak Lontong	:	<i>Lebih bahaya mana, kalau busnya jalan sendiri gak ada saya</i>

Implications contained in Data 1, especially speech in the sentences *“Lebih bahaya mana, kalau busnya jalan sendiri gak ada saya,”* depict conditions different from what Wendi conveyed. The speaker raised the issue of the dangers of racing for human safety. But the speech partner (Cak Lontong) said it was more dangerous if the bus ran alone. Regarding speech activities, speech partners have violated the principle of cooperation. Work in sip emphasizes mutual communication (Bachari & Juansah, 2017). This means that communication between speakers and speech partners must be by the direction of the conversation to have a cohesive reciprocal relationship. The speech in Data 1 above exemplifies a discussion with no reciprocity. However, we can observe this with different problems. On the other hand, the speech partner also said that the bus would be more dangerous if it moved alone without a driver. This is in line with the research submitted by Banas et al., (2021) that the use of humor as a message that aims to cause laughter and entertain through inappropriate meanings. These discrepancies are explicitly done to give new color to the conversation.

Speech *“Lebih bahaya mana, kalau busnya jalan sendiri gak ada saya.”* It aims to give a less severe impression in speech communication. Cak Lontong gave another purpose to the contact he made. Cak Lontong deliberately gave the reply as a form of humor to provide entertainment for the audience. This condition was conveyed by Wendi to Cak Lontong when he was discussing the dangers of racing. Cak Lontong implicitly admits that his actions are wrong. This can be seen in the speech *“Saya tahu kalau itu bahaya.”*

If we observe the speech in Data 1 in-depth, it has an assertive speech function to provide information about the dangers of racing. According to Searle (1976), the decisive speech function is the speech function that connects the speaker to the truth of the proposition expressed in his speech. The fact of the request in question is that the speaker has a view of an event so that the speaker can make a statement, such as suggesting, bragging, complaining, claiming, justifying, and blaming.

Data 2

Cak Lontong : Saya lebih senang jadi presenter
 Andika : Dari kecil cita-citanya ingin jadi presenter?
 Cak Lontong : Saya itu ingin jadi astronot
 Wendi : Kenapa Anda tidak jadi astronot?
 Cak Lontong : ***Karena saya jadi besar***

Implications in Data 2 above, especially speech in the sentence *“Karena saya jadi besar,”* are implicit utterances. The speech must be corroborated with the context of the speech. The form of speech is an indirect form of speech. Indirect speech will require context to understand the meaning of the speech fully. In line with this, Djajasudarma (1993) explains that indirect speech acts are speech acts that express intent implicitly determined by context.

The speech partner conveys the speech to deceive the speaker. If you listen to the speech in data 2 above, you are talking about the goals desired by the speech partner, namely Cak Lontong. Mitra said that as a child, he wanted to be a presenter and astronaut. Then, the question is relayed by the speech partner: *“Kenapa Anda tidak jadi astronot.”* Cak Lontong gave an answer: *“Karna saya sekarang jadi besar, makannya tidak jadi astronot.”* The utterance, of course, has a meaning that we must examine in a social context. Speech like this will not be understood if we only read the elements of the language. Paoli & Hannah (2023) explained that speech activities carried out by speakers and Tutura partners sometimes have to avoid grammatical classification. Unsolvable speech functions depend highly on the context in which they are engaged.

The context in which the speaker describes himself is no longer small. Therefore, his dream is no longer to be a presenter or astronaut. It is evident from the answer that Mita Speech has put forward in Data 2, that he answered with the speech *“Karna saya sekarang jadi besar.”* He implicitly said that the speaker aspired to be an astronaut, but his aspirations changed when he grew up. The speech in Data 2 has an assertive speech function with the aim of providing information that when he was a child, Cak Lontong's dream was to become an astronaut, but after growing up, he became a bus driver. According to Searle (1976), the assertive speech function is the speech function that connects the

speaker to the truth of the proposition expressed in his speech. The fact of the proposition in question is that the speaker has a view of an event, so that the speaker can make a statement, such as suggesting, bragging, complaining, claiming, justifying, and blaming.

Based on the analysis of data 1 and data 2 above, it is an example of the application of assertive speech acts. The powerful speech act in Data 1 above has a speech function to provide information to its speech partners about the dangers of the car if driven at high speed. Meanwhile, assertive speech acts in data 2 above have the intention of tricking speech partners so that multiple interpretations arise and speech partners will be deceived by the speaker's statement. However, the deception carried out by the speech partner is to create an informal variety to add more value to the conversation. Thus, the assertive speech act above intends to entertain the opponent.

Forms of Expressive Speech Acts in Cak Lontong Humor

Data 3

Andika : Ini yang membahayakan, balap-balapan bus
Cak Lontong : ***Saya gak balap-balapan, cuma cepet-cepetan nyampe***

The implications in data 3 above, especially the speech in the sentence “*Saya gak balap-balapan, cuma cepet-cepetan nyampe,*” have an implicative meaning. This intention was conveyed implicitly when Cak Lontong explained that the activities he did were not racing actions but fast ones. The words *balap-balapan* and *cepat-cepetan* have almost similar meanings. The word *balap* has the meaning *adu kecepatan*. The speech in Data 3 spoken by Cak Lontong indirectly only changes the term with what is intended by his speech partner. But actually, the intention has the same meaning. In addition, it certainly has humor value. The humor is used by Cak Lontong to create speech activities that are not tense. Bolkan (2015) revealed that humorous interludes can create a more pleasant atmosphere. Not only that, but the speech also aims to trick the speech partner so that the speech partner can think deeply about the intention conveyed by the speaker. Using humor in speech activities is at least necessary to solve the tension in communication. As Anam et al., (2020) explained, humor is inseparable from human communication.

The speech is also classified as an indirect act. According to Djajasudarma (1993), indirect speech acts are speech acts that express intent implicitly. The communication carried out in Data 3 above discusses the racing activities carried out by Cak Lontong. Implicitly, there is a purpose for which we can conclude. Sentence “*Saya gak balap-balapan, cuma cepet-cepetan nyampe,*” is a form of speech delivered indirectly. The speech meaningfully has the same meaning, namely, racing.

The condition was conveyed to the speech partner when discussing the action, the bus race’s action. He implicitly said that the speaker is not wrong because he is not racing in a hurry, even though both have the same meaning. The speech in data 3 above, if we observe, has an expressive speech function with the aim of entertaining and providing funny effects. The funny effect is used by the speaker to provide entertainment from the speech he conveys. According to Searle (1976), the function of expressive speech is the expression of psychological feelings felt by speakers, such as thanking, congratulating, praising, condolences, or other psychological feelings in the form of happy, happy, sad, angry, upset states, and so on.

Data 4

Wendi : **Ini boneka punya bapak?**
Cak Lontong : Saya baru beli
Wendi : **Buat anak dong?**
Cak Lontong : **Buat anak kok sama boneka, mana bisa jadi**

Conversation implications are contained in data 4, especially in the sentence “*Buat anak kok sama boneka, mana bisa jadi*” experiencing communication failure. The speech delivered by Cak Lontong is out of context, so the speech does not correlate with the previous speech. Communication failure

occurs when the speaker or speech partner fails to properly digest the context of the conversation. [Chaer & Agustina \(2010:34\)](#) explains the principle of cooperation: what is meant by the speaker must be the same as what is understood by the speech partner so that communication can run smoothly.

Speech in the form of question sentences should be interpreted well by Cak Lontong so that speakers and speech partners can carry out communication activities cooperatively. Speech: “*Buat anak dong?*” It is a questioning sentence in which the speaker asks whether the doll is for his child or not. But Cak Lonotong answered with a problem that came out of the context of the conversation. Understanding conversational implications is very important for speakers and speech partners. The impact of conversation will teach us to always involve the context of the speech situation at the time of the speech activity.

This condition was conveyed to the speech partner when discussing the doll he brought. He implicitly said speakers suspected that the doll was bought for Cak Lontong's son. The speech in Data 4 that we observe has an expressive speech function that aims to entertain the audience with answers taught by speech partners. According to [Searle \(1976\)](#), the function of expressive speech is the expression of psychological feelings felt by speakers, such as thanking, congratulating, praising, condolences, or other psychological feelings in the form of happy, happy, sad, angry, upset states, and so on.

Data 5

Komandan : **Ini ijazah apa?**
Cak Lontong : Ijazah S1
Komandan : **Ko gak dingin?**

Speech “*Ko gak dingin?*” in data 5 is a form of speech that deviates from speech activity. The speaker cannot pay attention to the context of the communication. The failure is seen in the speech “*Kok gak dingin.*” Speakers assume that the abbreviation S1 has the meaning *air yang membeku* (Es). Word S What is meant by speakers and speech partners, of course, has different meanings for words. If we observe the context, the speech partner has conveyed that he has a diploma S1. Speech Ijazah S1 What is meant by Mitra Ujar is a speaker's last education diploma, namely *ijazah sarjana* (S1). However, the speaker replies to the speech partner's answer with “*Ko gak dingin?*” If noticed, the communication does not go well; the answers given by the speaker to the speech partner do not correlate, so the intention in the speech has another meaning. Such events include violations of the principle of cooperation. [Bachari & Juansah \(2017:72\)](#) convey using of working principles, what they say in conversation leads to the purpose of the conversation.

This condition is conveyed to the speech partner when he is asking about the diploma handed over by the speech partner to the speaker. He implicitly said that the speaker wanted to know the level of education that Cak Lontong had taken. If we observe the speech in data 5, it has an expressive speech function with the aim of making speech partners feel upset about the answer. According to [Searle \(1976\)](#), the function of expressive speech is the expression of psychological feelings felt by speakers, such as thanking, congratulating, praising, condolences, or other psychological feelings in the form of happy, happy, sad, angry, upset states, and so on.

Based on the discussion in data 3, 4, and 5 above, it is classified as using expressive speech acts. Speakers use non-speech to give a psychological impression so that the speaker can be entertained. When viewed from the maxim of cooperation, the speech in data violates collaboration to cause humor for the opponent. However, the violation of the maxim of cooperation exists because the speaker wants to add humor to his speech activity. This has the implication that speakers want to maintain the quality of their speech so that it feels more pleasant to their interlocutors. Thus, it can be emphasized that expressive speech acts are the hallmark of Cak Lontong when creating humor for the interlocutor or audience. In addition, Cak Lontong often involves its audience as an object of humor creation with its expressive speech acts.

Forms of Declarative Speech Acts in Cak Lontong Humor

Data 6

Wendi : **Kenapa kamu bisa membawa bus ugal-ugalan**
 Cak Lontong : ***Karena saya bisa pak***

The implications contained in Data 6 above, especially in the sentence “Karena saya bisa pak,” have the intention that Cak Lontong has confirmed or admitted that he has acted proliferation. We can observe that point from these words. The speech is expressed directly so that the meaning of the speech is easy to understand. Rahardi (2016) explains that a direct speech act is a speech act whose form is the same as the mode. The seemingly eccentric answer delivered by Cak Lontong has the intention to entertain. He wants to show that reckless behavior while driving is a behavior that is deliberately done. This statement was made in the conversation above. The goal is upset the speaker upset with the answer so that initially, serious communication can melt away. Bolkan (2015) explains that humorous interludes can create a more pleasant atmosphere, reducing stress and depression. In addition, humor is also part of the expression used by speakers. House & Kádár (2021) Linking between expressions and speech acts is a related condition.

Speech: “*Karena saya bisa pak*” She conveyed to Mitra Ujar when he was introduced to driving a bus recklessly. He explicitly said that the speaker justified his reckless actions. If we observe the speech in data 6, it has a declarative speech function to explain his actions so that he can carry the bus recklessly. The declarative form affirms something agreed upon about an event that he has seen. The function of speech is to express a speaker's attitude concisely and clearly (Searle, 1976).

Based on data analysis 6 above is an example of the use of declarative speech by Cak Lontong. Declarative speech acts serve to give recognition for their actions in driving recklessly. In addition, the speech is delivered directly or explicitly. This indicates that the speaker provides recognition for what he has done to achieve his speech's purpose to his audience. Thus, the declarative speech act is one of the humorous speech acts for Cak Lontong to produce humor for the interlocutor or audience.

Forms of Directive Speech Acts in Cak Lontong Humor

Data 7

Andre (Komandan) : ***Tolong difotokopi ya, tapi kopinya jangan terlalu kental***
 Ayu : Pakai gula atau tidak?

Implications contained in conversations in Data 7, especially speech in the sentences “*Tolong difotokopi ya, tapi kopinya jangan terlalu kental,*” have the intention that Andre, who works as a commander, wants to make coffee. The speech is delivered in a humorous style. Speakers switch terms from *kopi* to *fotocopy*. Speakers use the use of the term to add humor to their speeches. In comedy shows aired on television, the value of humor needs to be used as a form of communication that can provide entertainment for its speech partners.

The speech developed by the speech partner above, if we see from the response of the speech partner, can be digested properly so that the speech can run effectively. The commander conveyed the remarks to Ayu (the speech partner) (Wellenzohn, et al., 2018). If we observe in a social context, Ayu is a person who works as a helper in the office. Proof that Ayu Understand the speaker's intention, we can see the reply from Ayu in the speech, “*Pakai gula atau tidak?*” The answer, of course, correlates with what is conveyed by the speech partner.

The speech is included in the act of speech delivered directly. Although there is vocabulary that is replaced with other terms, the delivery of speech developed by the speaker to the speech partner is very clear. This is related to what is conveyed by Black (in Hermiaji, 2019): that direct speech acts occur when there is a direct relationship between the word form of speech or speech and the illocutionary force.

Ayu, as a speaker's partner, has understood the speaker's intentions well. The speaker communicates what the speech partner needs to know in order to be understood thoroughly (Fauzi et al., 2021; Marsili & Green, 2021). The above turn delivered by Ayu is in accordance with the speaker's intention. "Pakai gula atau tidak?" is the success of the speech partner in understanding the intention conveyed by the speaker. Implicitly, the speaker wants to make a drink in the form of coffee. If we observe the speech in data 7, it has a directive speech function with the aim of making an influence on speech partners. This influence aims to make the speech partner able to perform the actions desired by the speaker. According to Searle (1976), directive actions have the intent to exert an influence on the speech partner. This influence aims to enable the speech partner to perform the desired actions by the speaker. The forms of directive speech acts are ordering, commanding, begging, advising, and coercing.

Based on the analysis of conversations on data 7, it is included in the directive speech act of Cak Lontong to his interlocutor. The nuances of humor used by speakers and speech partners in communication activities give a definite impression. The speaker indirectly influences the speech partner to do something. The influence is given by speakers who act as leaders in the institution shown by an employee, so that the condition provides a real action to the speech partner. Thus, it can be affirmed that the distinctiveness of Cak Lontong's directive speech act in humor is very contextual by involving interlocutors or audiences who function as bait or victims of humor that will be used as humor material. All Cak Lontong's humor speech are very diverse and easy to understand by the interlocutor or audience because it always involves the surrounding context. In addition, it is also the result of thoughts and concepts from the results of literacy with Ratulisa (Rajin Menulis dan Membaca) in various contexts of life at the court of Arfuzh Ratulisa as sources of speech for the creation of diverse humor.

CONCLUSION

Research on speech oriented to the value of humor by Cak Lontong in YouTube media is very exciting. Based on the results of the analysis and discussion, it can be concluded that (1) Cak Lontong uses various forms of expressive, declarative, and assertive speech acts to create humor to his speech opponents; (2) The humorous speech acts used by Cak Lontong are always contextual and involve the interlocutor as bait or victims of humor in a row from the beginning to the end, (3) The function of humorous speech acts of Cak Lontong is very digamous, including (a) assertive speech acts function to inform various things to their speech opponents, (b) expressive speech acts function to provide pleasure / entertainment to the speech partner, (c) declarative speech acts are used to give recognition to the actions of speakers, and (d) directive speech acts are used to influence the speech partner in doing something to be followed by the interlocutor or audience. Thus, the distinctiveness of Cak Lontong's humorous discourse in YouTube media provides a qualitatively diverse and contextual description of various speech acts to create humor for various interlocutors or viewers in the diversity of 38 provinces in Indonesia.

The results show that humor can be used for various purposes in conveying speech intently. Based on the analysis and discussion of different speech acts, the most dominant used in Cak Lontong's humorous discourse on YouTube media is expressive speech acts. Cak Lontong uses these speech acts to describe his emotional state when giving or responding to messages conveyed by his interlocutors. This allows him to explain his psychological condition through the speech he uses. In addition, direct and indirect speech forms are also used as a form of speech variation adjusted by speakers in constructing an idea when speech is delivered. Not a few utterances are considered to deviate from the principle of cooperation. This condition is seen when the speaker, or Cak Lontong, give a message that differs from the context of the speech so that the speech does not correlate with the message conveyed. Cooperation violations used by Cak Lontong aim to make speech activities less formal or rigid. The value of humor will arise if speech is adapted to conditions or contexts that are freer (informal) to make speakers and speech partners more accessible in building the value of humor. Thus, Cak Lontong has a unique way of expressively and intelligently entertaining the opponent or audience in any context.

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