

## FLOUTING MAXIMS IN STAND-UP COMEDY ACT BY SIERRA KATOW: A PRAGMATICS STUDY

**Elvera Puspa Artikasari**

English Literature, Languages and Arts Faculty, Universitas Negeri Surabaya  
[elveraartikasari@mhs.unesa.ac.id](mailto:elveraartikasari@mhs.unesa.ac.id)

### Abstrak

Maxims adalah suatu aturan yang harus diterapkan dalam proses komunikasi. Menurut Grice (1975), ada 4 maxims yang harus ditaati dalam proses komunikasi agar proses tersebut berjalan dengan lancar: quality, quantity, relation, and manner. Dalam menciptakan humor, seseorang harus melanggar salah satu atau lebih maxim. Menganalisa pelanggaran maksim dalam stand-up komedi akan menjadi sebuah hal yang menarik karena komik akan melakukan pelanggaran maksim tanpa proses komunikasi sesuai dengan tujuan penelitian ini. Penelitian ini menggunakan metode kualitatif untuk menjawab pertanyaan-pertanyaan dalam penelitian. Pendekatan kualitatif dipilih sebagai metodologi untuk menganalisis temuan data karena merupakan metode yang paling cocok untuk menjawab pertanyaan-pertanyaan dalam penelitian. Penelitian ini menggunakan Grice theory untuk menganalisis ucapan dalam stand-up komedi oleh Sierra Katow. Hasil dari penelitian ini sebagai berikut: (1) ada 4 jenis pelanggaran maxim yang dapat ditemukan dalam aksi komedi stand-up oleh Sierra Katow seperti pelanggaran maxim kuantitas, pelanggaran maxim kualitas, pelanggaran maxim relasi, dan pelanggaran maxim manner; (2) ada 7 dari 11 jenis humor yang dapat ditemukan dalam aksi komedi stand-up oleh Sierra Katow seperti ironi, sindiran, sarkasme, pernyataan berlebihan dan meremehkan, penghinaan diri, ejekan, dan double entendres; (3) ada 3 mekanisme untuk melakukan pelanggaran maksim dalam menciptakan rasa humor di aksi komedi stand-up oleh Sierra Katow seperti ketidaksesuaian, kebencian, dan pelepasan. Kesimpulannya, Sierra melanggar maksim menggunakan 3 mekanisme dan pelanggaran maxim tersebut telah menciptakan 7 jenis humor. Selain itu, ada 3 mekanisme untuk menciptakan humor dengan melanggar maksim dari 3 mekanisme tersebut.

**Kata Kunci:** Humor, Komedi Stand-up, Pragmatis, Maxim, Pelanggaran Maxim.

### Abstract

Maxims was a principle must be applied in the communication process. According to Grice (1975), there were 4 maxims that must be obeyed in the communication process so that the process runs smoothly: quality, quantity, relation, and manner. In creating humor, a comic flouted one or more maxims. Analyzing flouting maxims in stand-up comedy would be interesting because a comic would flout maxims without any communication process in accordance with the purposes of this research. This study used qualitative method to answer research questions. The qualitative method was chosen as a methodology for analyzing data findings because it was the most suitable method for answering research questions. This research uses Grice theory to analyze utterance in stand-up comedy by Sierra Katow. The results of this study are as follows: (1) there were 4 types of flouting maxims that could be found in stand-up comedy act by Sierra Katow such as flouting maxim of quantity, quality, relation, and manner; (2) there were 7 of 11 types of humor that could be found in stand-up comedy act by Sierra Katow such as irony, satire, sarcasm, overstatement and understatement, self-deprecation, teasing, and double entendres; (3) there were 3 mechanisms of flouting maxims created humorous sense in stand-up comedy act by Sierra Katow such as incongruity, hostility, and release. In conclusion, Sierra flouted the maxims using 3 mechanisms and the flouting maxims have created on those 7 types of humor. In addition, there were 3 mechanism of creating humor (incongruity, hostility, and release) by flouting maxims of those 3 mechanisms.

**Keywords:** Humor, Stand-up Comedy, Pragmatics, Maxim, Flouting Maxim.

### INTRODUCTION

Communication becomes a part of human life used to many purposes, such as expressing feeling, socializing, sharing ideas, maintaining relationship, etc. In communication, it involves a speaker and a listener. To construct good communication, speaker should give information clearly. According to Grice theory, there are

four guidelines to construct good communication, they are truthfulness, giving required information, relevance and clear. Therefore, in order to make a good utterance, people must obey the principle by accomplishing the four maxims – linguistic aspect.

There are some linguistic approaches that can be used to analyze humor, such as semiotic, sociolinguistic, semantic, stylistic and pragmatic approach. In this

research, the writer uses pragmatic approach to analyze humor in stand-up comedy act by Sierra Katow. According to Riemer (2010), pragmatics is one of some approaches that study meaning in utterances. In addition, the study of meaning related to the context in which a person is speaking or writing is called pragmatics (Paltridge, 2000).

In producing humor, people must flout one or more maxims to create humorous utterances. The principle of cooperation is the basic of conversation or utterances (Grice, 1975:45). This principle or Cooperative Principle contains of four maxims: quantity, quality, relation and manner. Pragmatically, when people say some humorous utterances, it means they will break Grice's Cooperative Principle (Attardo, 2001:4). By Grice's theory, people who flout the maxims do not give the information as real as possible, it means they keep the real meaning which wants to be spoken. They will add and reduce the utterances without changing the real meaning.

It becomes the first problem in this study that Sierra Katow in stand-up comedy act sometimes flouts maxims to create humorous utterances. The second problem is related to the forms of humor in stand-up comedy. There are some forms of humor adopted by Sierra Katow in stand-up comedy act. The forms of humor will be influenced by society. Every society has different forms of humors, it depends on the culture, age, historical background, and geographical area (Teaching & Thurber, 2016). The third problem is related to the mechanism of flouting maxim to create humorous sense in stand-up comedy act by Sierra Katow.

As stated by Attardo (2003) humor is a condition where someone makes a joke to entertain themselves or others. Every human being needs humor to eliminate fatigue in daily activities that require high concentration or to release the stress and to evoke the good mood. Humor is often used to convey meaning implicitly. In other word, humor function is to keep someone's feeling when somebody expresses his/her opinion. The goal is not to offend someone or a group directly so as not to violate social rules.

The phenomenon of humor as the result of flouting of maxims can be found in comedy show. Comedy show provides many humorous scenes, dialogues, utterances and other possibilities to create humor by flouting maxims. One of the most famous comedy shows is stand-up comedy. According to Rutter (1997), stand-up comedy is a form of comedy art that is conveyed by a monologue to the audience. Stand-up comedy is not only famous as one of the comedy shows to entertain the audience but as a prestigious competition. Stand-up comedy is not only famous in Indonesia, but

also well-known throughout the world. Almost every country has comedy program but only a certain country has stand-up comedy in its television program. The programs have different names, such as Stand-Up Comedy Indonesia and Stand-Up Comedy Raditya Dika (in Indonesia), *Laughs on Fox* and *Last Call* (in America), and *The Punchline Comedy Club* (in Hongkong, Tokyo, and Sydney). Rolesta (2016) defines stand-up comedy actors/actress are usually called comics. These comics make jokes, humor stories, criticisms and suggestions in the form of satire using unique language.

The stand-up comedy program is a great program because it requires high creativity to process a sentence so that it becomes entertaining. Not many people are able to become a comic because creating alternative logic from the issue being discussed is not an easy thing. In addition, the comics must have broad insight to make a topic. Turning simple topics into interesting topics needs language competence.

This study analyzes the type of flouting maxims and humor applied by Sierra Katow and how flouting maxims create humorous sense in stand-up comedy. The subject of this study is a comic from Los Angeles, Sierra Katow. The object of this study is humor in stand-up comedy used by Sierra Katow. This study focuses on utterances of Sierra Katow during performance. This study will mainly discuss the flouting maxims used to create humorous sense in stand-up comedy by Sierra Katow. In addition, this research is under pragmatic study that focuses on flouting maxims of the utterances.

There are some theories applied to answer the research questions. The first is theories of maxims and flouting maxims by Grice that contains of maxims of quality, quantity, relation and manner (1989). The second is theory of humor by Martin (2007) that contains of irony, satire, sarcasm, overstatement and understatement, self-deprecation, teasing, replies to rhetorical question, clever replies to serious statement, double entendres, transformations of frozen expression, and puns. To find the way in which flouting maxims can create humorous sense in stand-up comedy by Sierra Katow was mentioned in Attardo (1994), those are incongruity, hostility, and release. Beside those theories, there are some theories and previous studies to support the analysis and discussion of this study.

## RESEARCH METHOD

This research was designed as a descriptive qualitative because the data of this study taken from the utterances of performing delivered by Sierra Katow. Thus, the utterances of Sierra Katow were a form of narrative text. There are 7 videos used by researcher which have

different duration. Each video has 6-10 minutes. Subject of the study is Sierra Katow as a comic in stand-up comedy that is using flouting maxim when she performed.

The data of this study were the utterances of Sierra Katow in the forms of words, phrases, or sentences when she was doing performance in stand-up comedy. The source of data is the primary location from where the data comes. In this research, the source of data was the script of utterance spoken by Sierra Katow as a comic in stand-up comedy. It was taken during the performance by Sierra Katow in stand-up comedy.

In this research, the writer used visual method and documentation to collect the data based on Mason (2002). Sierra's videos were the visual data, while scripts of her utterances were documentation data. The writer transcribed the videos (visual data) to be a script (documentation) to analyze the data easily.

In this case, there are seven steps which applied in data collecting procedure: 1) Downloading video from youtube; 2) Downloading the subtitle from the internet; 3) Printing out the video script; 4) Matching the utterances in the video with the subtitle; 5) Watching the video which had already downloaded; 6) Identifying the script to classify the types of flouting maxim, types of humor and the relation between flouting maxim and the way of flouting maxims can create humorous sense; 7) Coding the data based on 7 videos that had been downloaded.

The data analysis technique used theory from Miles et al (2014) there are three points involved in data analysis technique, those are data condensation, data display, and conclusion drawing and verification.

## FINDINGS AND DISCUSSION

### • FINDINGS

The purpose of the research to examine the humorous sense created by flouting maxims in stand-up comedy act by Sierra Katow. The contain of this research is divided into 3 main sections, they are: 1) Types of flouting maxims; 2) Types of humor; 3) The mechanism of flouting maxims create humorous sense.

#### A. Types of Flouting Maxims

The information that researcher got from the first research question is the type of flouting maxims. In this case, the types of flouting maxims is divided into 4, they are: 1) Flouting maxim of quantity; 2) Flouting maxim of quality; 3) Flouting maxim of relation; 4) Flouting maxim of manner (Grice:1975).

### 1. Flouting Maxim of Quantity

#### DATUM 1

##### VID3.5

Complete conversation	Reduced data
(03:32- 04:32) I have a dating story with a guy. This guy is not ordinary guy. I used to be more open-minded but it's because basically I went home with a guy who had a lot of these red flags and he had a gong in his bedroom was ask me to walk on his back so then I don't know. I don't know if he's into me, for me. Is that I am little picky? I'm little picky. But that's a guy I'm dating now. So, it's fine. My job! just do that. That's how it works. Oh God kill me first now! it's fine, oh gosh!	(03:32- 04:32) I used to be more open-minded. I went home with a guy who had a lot of these red flags and he had a gong in his bedroom was ask me to walk on his back so then I don't know. I don't know if he's into me, for me. Is that I am little picky? <b>I'm little picky. But that's a guy I'm dating now. So, it's fine. My job! just do that. That's how it works. Oh God kill me first now! It's fine, oh gosh!</b>

On datum 1, the researcher analysed the utterance, "I'm little picky. But that's a guy I'm dating now. So, it's fine. My job! just do that. That's how it works. Oh God kill me first now! It's fine, oh gosh!". Sierra told that she used to date with a Chinese guy who had a lot of these rsed flags and he had a gong in his bedroom. She tried to open her mind to date with a Chinese guy. Actually, she did not want to date with a Chinese guy because she was little picky. However, she was dating him. She tried to be fine and accept it. Then, she seemed to be sorry for dating him. In this case, Sierra gave more information about her dating with a Chinese guy. She gave much information about her feeling when dating with a Chinese guy.

#### DATUM 2

##### VID3.4

Complete conversation	Reduced data
-----------------------	--------------

(05:53- 06:26) I am dating with a Chinese guy. He speaks Mandarin and English well. I have Chinese face. Oh, really life! I can't speak Mandarin. I say to him, "you better not be speaking Mandarin to me. No, no, or at least pretend you don't at first or don't come out the dates with me!"	(05:53- 06:26) I am dating with a Chinese guy. Oh, really life! I can't speak Mandarin. I say to him, <b>"you better not be speaking Mandarin to me. No, or at least pretend you don't at first or don't come out the dates with me!"</b>
---	--

On datum 2, the researcher analysed the utterance, "you better not be speaking Mandarin to me. No, or at least pretend you don't at first or don't come out the dates with me!". Sierra told that she used to date with a Chinese guy who spoke Mandarin and English well, but she only spoke English. She had Chinese face, but she could not speak Mandarin. Then, she warned to her crush to not speak Mandarin or pretended to not speak Mandarin or she did not come out the date with him. She gave many reasons to her crush so that he did not speak Mandarin when dating with her. In this case, Sierra flouted maxim of quantity because she gave more information than he required.

## 2. Flouting Maxim of Quality

### DATUM 3

#### VID2.3

Complete conversation	Reduced data
(02:20- 03:45) It is not good when you have some races in your life. I am a half Chinese, half Japanese, and I also consider myself part American. This definitely crates conflict when it comes to dating because the Chinese part of me says, "Find a nice Chinese boy to date." The Japanese part of me says, "Find a nice Japanese boy to date." And the American part of me says, "I don't know they are all yellow to me. Just pick one. There are like a bajillion of them. You do the math, since	(02:20- 03:45) I am half Chinese, half Japanese, and I also consider myself part American. <b>This definitely crates conflict when it comes to dating because the Chinese part of me says, "Find a nice Chinese boy to date." The Japanese part of me says, "Find a nice Japanese boy to date." And the American part of me says, "I don't know they are all yellow to me. Just pick one."</b>

you're typically better at that."	
-----------------------------------	--

On datum 3, the researcher analysed the utterance, "The Chinese part of me says, "Find a nice Chinese boy to date", the Japanese part of me says, "Find a nice Japanese boy to date", and the American part of me says, "I dunno they are all yellow to me. Just pick one". In that utterance, Sierra said opposite to the reality which she should choose a guy for dating randomly. She might confuse when choosing a guy to date. The fact is she would not judge a guy by his race for dating.

### DATUM 4

#### VID4.2

Complete conversation	Reduced data
(00:57- 02:27) So, that's where I'm coming from. So what I've learned is like okay so what if you're, you know, in a bar somewhere and like a guy, creepy guy is coming on to you. What do you say? You know cause I'm scared to be mean. So, I've kind of developed this thing recently. A method really that basically, I'll tell you guys now. Basically, so say yeah, a creepy guy's coming on to you, what I like to do is be like, "I'm so sorry sir. Nobody told you but I'm actually I'm 12 years old, I was born in 2006." See that quick math there? You got to update that every new year or else he's gonna get ya! Okay? Nobody knows how Asians age.	(00:57- 02:27) You know cause I'm scared to be mean. So, I've kind of developed this thing recently. A method really that basically, I'll tell you guys now. Basically, so say yeah, a creepy guy's coming on to you, what I like to do is be like, <b>"I'm so sorry sir. Nobody told you but I'm actually I'm 12 years old, I was born in 2006."</b> See that quick math there? You got to update that every new year or else he's gonna get ya! Okay? Nobody knows how Asians age.

On datum 4, the researcher analyzed the utterance, "I'm so sorry sir. Nobody told you but I'm actually I'm 12 years old, I was born in 2006.". In that utterance, Sierra lied to creepy guy, meaning she said

untrue. It occurred because she was afraid of a creepy guy and did not want to be disturbed by him. By saying untrue utterance, she would not be disturbed by a creepy guy.

very, it was all worth it. Why I to do live like this is?	
--	--

**DATUM 5**

**VID5.2**

Complete conversation	Reduced data
(01:11- 01:48) I have a lot great story in high school. Um, I did well in high school. You know I was. I have some achievements. I was asking valedictorian, class president and star athlete. Not to brag. Yeah, you know but those are some of the perks of getting home-schooled.	(01:11- 01:48) I did well in high school. I was asking valedictorian, class president and star athlete. <b>Not to brag. Yeah, you know but those are some of the perks of getting home-schooled.</b>

On datum 5, the researcher analysed the utterance, “Not to brag. Yeah, you know but those are some of the perks of getting home schooled.”. In that utterance, Sierra said opposite to the reality which she told her achievements in high school. She built trust in the audiences, she said that she was great in high school. Then, the fact is she was a home-schooling student.

**3. Flouting Maxim of Relation**

**DATUM 6**

**VID1.1**

Complete Utterances	Reduced Data
(0:04- 0:35) Hey guys, oh men, I was worried, I was worried I was going to be late to this because I was like I was leaving my apartment and there was this couple fighting like right in the middle of the drive away. I gotta stay and watch a little thing. <b>Why I to do live like this is?</b> This is free entertainment right. Here, I am pay for. You know, movie tickets or over that, create two for me and create one, like that is it. I gotta, I gotta watch. It was	(0:04- 0:35) I was worried going to be late because there was this couple fighting like right in the middle of the drive away. I gotta stay and watch a little thing. <b>Why I to do live like this is?</b>

On datum 6, the researcher analysed the utterance, “Why I to do live like this is”. In fact, it was not related to the previous sentences. The previous sentences told the reason why Sierra came late to the show. She told her reason because of a couple fighting, even she also enjoyed with the fighting like watching a movie. Then, in the last sentence, she thought why her life was like that. This last sentence was not related to Sierra’s reason, thus it created flouting maxim of relation.

**DATUM 7**

**VID5.5**

Complete Utterances	Reduced Data
(06:08- 06:41) I only lived with my father. He is a good father who always care with me. I loved and argued him a lot. My father and I just have two completely different of who I should be. You see? I want to be a comedian and tell jokes for a living cause that’s my passion. But, my father always wanted a son.	(06:08- 06:41) My father and I just have two completely different of who I should be. You see? I want to be a comedian and tell jokes for a living, <b>but he always wanted a son.</b>

On datum 7, the researcher analysed the utterance, “he always wanted a son”. It was not related to the previous sentences. The previous sentences told the different ideas of her life, her wish and her father’s wish. She said that she wanted to be a comedian and told jokes for a living because she had a passion of that. In the last sentence, she told her father’s wish, but her father’s wish was inappropriate with the first topic – Sierra’s future which is her father only wanted a son.

**4. Flouting Maxim of Manner**

**DATUM 8**

## VID4.1

Complete conversation	Reduced data
(02:12- 02:30) Have you met a creepy dude? What did you do? I don't know. I mean there are, there are a lot of creepy dudes out there, right, yeah. You know who you are! Ah, just kidding. But now I mean I'm I'm just it's really interesting because I think we're all learning how to deal with creepy dudes collectively.	(02:12- 02:30) There are a lot of creepy dudes out there. <b>You know who you are! Ah, just kidding.</b> But now, it's really interesting because I think we're all learning how to deal with creepy dudes collectively.

On datum 8, the researcher analysed the utterance, "You know who you are!" was ambiguous. Sierra told how to deal the creepy dudes outside then she said to audiences "you knew who you are!" meaning there are two possibilities when she said "you knew who you are!" were that, first, the audiences was likened with creepy dudes, and second, they did not same as the creepy dudes. But, the next utterance, "Ah, just kidding" told her purpose was to liken the audiences with creepy dudes.

## DATUM 9

## VID1.2

Complete Utterances	Reduce Data
(04:50- 05:21) Uh, you know a lot of action was happening. I just going to say, I normally like to watch these types of couple fights for the story. Yeah, that's just what I come from. Yeah, you know! I come from my parents fighting and so do you.	(04:50- 05:21) You know a lot of action was happening. I just going to say, I normally like to watch these types of fights for the story. <b>Yeah, that's just what I come from.</b>

On datum 9, the researcher analysed the utterance, "That's just what I come from". When sierra told she likes to watch the types of couple fights, then she said she came from the fight meaning that she gave ambiguous statement. The audiences would think what it meant for a moment. The information that she did not provide was that her parents had a sex (fighting) to have her.

## B. Types of Humor

This sub-chapter will represent types of humor. This section will give a short explanation and identify the types of humor. This analysis focused on the words, phrases, and sentences.

## 1. Irony

Based on datum 6 researcher analyzed the utterance "**Why I to do live like this is**" as irony. According to Martin (2007:13), irony occurs when a speaker expresses a statement in which the literal meaning is not in line with the intended meaning. It could be seen from the phrase uttered by Sierra Katow in stand-up comedy. In this case, Sierra as a speaker said disappointment to her life, yet she wanted her life to be more meaningful.

Based on datum 7 researcher analyzed the utterance "**He always wanted a son**" by Sierra Katow as irony. In this case, Sierra's father said that he always wanted a son. That was a desire of her father. Probably, her father did not really want a son, but her father wanted her to be as strong as a man because her father only has her in his life.

## 2. Satire

Based on datum 5 researcher analyzed the utterance "**Not to brag. Yeah, you know but those are some of the perks of getting homeschooled**" as satire. According to Martin (2007:13), satire is an aggressive humor that criticize social institution or public policy. It could be seen from the phrase uttered by Sierra Katow in stand-up comedy. In this case, Sierra as a speaker uttered aggressive humor who criticized social institution that is home-schooling. She told that she was a great student in high school, but the fact is she was a home-schooling student which did not have another competitor to achieve appreciation.

## 3. Sarcasm

Based on datum 3 researcher analyzed the utterance "**The Chinese part of me says, "Find a nice Chinese boy to date", the Japanese part of me says, "Find a nice Japanese boy to date", and the American part of me says, "I dunno they are all yellow to me. Just pick one"** as sarcasm. According to Martin (2007:13), sarcasm is an aggressive humor who is targeting an individual or group. It could be seen from the sentences **the American part of me says, "I dunno they are all yellow to me. Just pick one"** uttered by Sierra Katow in stand-up comedy. In this case, Sierra as a speaker uttered aggressive humor who was targeting a race, American. She told that she has three races, they are Chinese, Japanese and American. However, she only

uttered **“I dunno they are all yellow to me”** for American. As we know, America is a famous country for racism and discrimination (National Public Radio, Robert Wood Johnson Foundation, 2017). Most of American judge someone based on his skin colour. Whites are known as honorable group, while blacks are known as lower classes. The word **yellow** is targeted to white people.

#### 4. Overstatement and Understatement

Based on datum 2 researcher analyzed the sentences **“You better not be speaking Mandarin to me. No, or at least pretend you don’t at first or don’t come out the dates with me”** uttered by Sierra Katow as Overstatement. According to Rishel (2002:43), overstatement is the exaggeration utterance or it is called hyperbole. In this case, she did not want her crush to speak Mandarin because she could not speak Mandarin at all. Sierra said the exaggeration utterance by emphasizing the utterance. The emphasize could be seen from some choices that she gave to her crush, such as he did not speak Mandarin, pretended to not speak Mandarin and they did not come out to date.

#### 5. Self-deprecation

Based on datum 1 researcher analyzed the utterance **“I’m little picky. But that’s a guy I’m dating now. So, it’s fine. My job! just do that. That’s how it works. Oh God kill me first now! It’s fine, oh gosh!”** as self-deprecation. Martin (2007:13) argued that self-deprecation is a humor utterance targeting oneself as the object of humor. It could be seen from the sentences **“I’m little picky. But that’s a guy I’m dating now. So, it’s fine. My job! just do that”** uttered by Sierra Katow in stand-up comedy. In this case, Sierra as a speaker targeted herself as the object of humor. The sentences mean Sierra was a picky person, but she was trapped by a guy that she was dating. She tried to be fine and she told that the relationship with that guy was her job. She wanted to let it flow and die at the same time. In this case, she admitted that she was being a foolish person.

Based on datum 4 researcher analyzed the sentences **“I’m so sorry sir. Nobody told you but I’m actually I’m 12 years old, I was born in 2006”** uttered by Sierra Katow as self-deprecation. Martin (2007:13) argued the function of self-deprecation is to ingratiate oneself with the audience and demonstrate modesty. In this case, Sierra as a speaker lied to a creepy guy about her age. She ingratiated the audiences to take a pity on her because she was afraid of a creepy guy. She also demonstrated modesty to a creepy guy by uttering **“I am so sorry sir”**.

#### 6. Teasing

Based on datum 8 researcher analyzed the utterance **“There are a lot of creepy dudes out there. You know who you are!”** as teasing. According to Martin (2007:13), teasing occurs when the speaker’s utterance directs at the audience’s weakness or personal appearance. In this case, Sierra as a speaker directed at the audience’s weakness by saying **“You know who you are!”**, which means they were like creepy dudes.

#### 7. Double Entendres

Based on datum 9 researcher analyzed the utterance **“That’s just what I come from”** as double entendres. According to Martin (2007:13), double entendres occurs when the speaker is deliberately misinterpreted to evoke double meaning that relate to sexual meaning. It could be seen from the phrase uttered by Sierra Katow in stand-up comedy. In this case, Sierra as a speaker wanted to evoke double meaning that relate to sexual meaning. The phrase **“That’s just what I come from”** means Sierra did not come from a city or a country, but she came from her parents. Her parents had a sex (fighting) to have her.

### C. Flouting Maxims and Humorous Sense

This sub-chapter will represent how humor function created by flouting maxim in stand-up comedy act by Sierra Katow. This section will give a short explanation on how humor function created by flouting maxim. This analysis focused on the types of flouting maxims.

#### 1. Incongruity

Based on datum 3, researcher found that the speaker flouted maxim of quality and categorized within incongruity mechanism which is marked by incoherent circumstance. According to Attardo (1994:48), the incongruity occurs when there is difference between what is expected and what occurs then. In this case, the audiences expected that Sierra could choose a guy for dating based on his race. The fact is she was confused and chose a guy for dating randomly. It means there is a difference between the audiences’ expectation and the reality that occurs. The humorous sense occurs when incongruity created by two conflicting meanings, which are the Sierra’s idea about choosing a guy for dating and how Sierra’s idea created expectation as how it will turn out such as choose a guy for dating randomly.

Based on datum 5, researcher found that the speaker flouted maxim of quality and categorized within incongruity mechanism which is marked by incoherent circumstance. In this case, the audiences expected that Sierra was a great student in high school because she got

some achievements. The fact is she was a student of home-schooling which she did not have another competitor to achieve appreciation. It means there is a difference between the audiences' expectation and the reality that occurs. The humorous sense occurs when incongruity created by two conflicting meanings, which are the Sierra's idea about a great student in high school and how Sierra's idea created expectation as how it will turn out such as she was the best student in high school.

## 2. Hostility

Based on datum 2, researcher found that the speaker flouted maxim of quantity and categorized within hostility mechanism, yet this process did not directly support this theory with regard to the basic requirement which is demanded to ridicule others. According to Attardo (1994:49), hostility occurs when someone is being superior among others. In this case, Sierra intimidated her crush not to speak Mandarin or pretended not to speak Mandarin at first or she would not come out the date with him. Her intimidation showed that she will be decisive in a relationship. It means Sierra was being superior than her crush. The humorous sense occurs when Sierra gave some choices to her crush, even she intimidated him.

Based on datum 7, researcher found that the speaker flouted maxim of relation and categorized within hostility mechanism, yet this process did not directly support this theory with regard to the basic requirement which is demanded to ridicule others. In this case, Sierra and her father have different ideas of her life. Sierra wanted to be a comedian and told jokes for a living because she loved it. However, her father always wanted a son. Father is always being superior than his child. The humorous sense occurs when Sierra's father said his wish to have a son which different from Sierra's desire.

Based on datum 8, researcher found that the speaker flouted maxim of manner and categorized within hostility mechanism, yet this process did not directly support this theory with regard to the basic requirement which is demanded to ridicule others. According to Attardo, (1994:49), the feeling of superiority appears when someone laughs, mocks, or humiliates at others' inferiority, weaknesses, stupidity, or misfortunes. In this case, Sierra mocked the audiences as like the creepy dudes. The humorous sense occurs when Sierra said that many creepy dudes out there then mocked the audiences as like the creepy dudes.

## 3. Release

Based on datum 9, researcher found that the speaker flouted maxim of manner and categorized within

release mechanism with regard to the presence of tense situation before the moment of release. According to Attardo (1994:50), the release produces a speaker who gets liberated after breaking norms toward a disliked person or situation to remove anger. In this case, Sierra said something related to sexual meaning means that she broke social norms towards a situation to remove anger. She told her parents fighting means that she showed the anger situation and remove it by saying something that related to sexual meaning. The humorous sense occurs when she told fighting story of her parents then she said indirectly that her parents had a sex (fighting) to have her.

Based on datum 6, researcher found that the speaker flouted maxim of relation and categorized within release mechanism with regard to the presence of tense situation before the moment of release. In this case, Sierra was angry by her condition. She was late come to the late show because she saw a couple fighting who blocked her way. She broke norm towards a situation to remove anger by protesting to God. The humorous sense occurs when she removed her anger by protesting to God for being late to her show for reason that did not important, couple fighting.

Based on datum 1, researcher found that the speaker flouted maxim of quantity and categorized within release mechanism with regard to the presence of tense situation before the moment of release. According to Attardo (1994:50), release is basically based on the idea that humor is used to release tension and someone will be free. In this case, Sierra got pressure by her condition. She was a little picky for dating a guy. She tried to open minded to date with a Chinese guy. It means she tried to accept him for dating forcefully. The humorous sense occurs when she released her tension that she was a little sorry for dating him and tried to accept it because it was her job.

Based on datum 4, researcher found that the speaker flouted maxim of quality and categorized within release mechanism with regard to the presence of tense situation before the moment of release. In this case, Sierra got pressure by her condition. She was afraid of a creepy guy who came to her. Finally, she released her tension by saying untrue about her age so that a creepy guy did not bother her. The humorous sense occurs when she released her tension by apologizing to a creepy guy and telling her age was 12 years old.

## • Discussion

After analyzing the data on the previous sub-chapter, this sub-chapter will represent the summary of

reasonable description for the result which connected to Grice's theory that is flouting maxims, Spontaneous Conversational Humor theory explained on chapter 2. Each section focuses on the discussion of the detailed questions proposed in the Research Questions in Chapter 1. There will be three sections in this sub-chapter to discuss each research question.

**A. Types of Flouting Maxims**

According to Grice, there are four types of maxims such as maxim of quantity, maxim of quality, maxim of manner, and maxim of relation. In order to answer research question number 1 the researcher used Grice's maxim theory to find the maxims flouted by the speaker in stand-up comedy. Maxim can be flouted if the speaker flouted the rules of maxim which were already explained on chapter 2. After analyzing the data, the researcher determined that all types of flouting maxims can be found on the data. Here are findings of types of flouting maxims uttered by Sierra Katow in stand-up comedy.

No	Types of Flouting Maxim	Present
1	Quality	✓
2	Quantity	✓
3	Relation	✓
4	Manner	✓

The researcher found 33 datums that flouted maxims in 7 videos. In this case, there are the dominant and least types, they are flouting maxim of quality and flouting maxim of manner. The dominant type means flouting maxim of quality is found the most on the videos, while the less type means flouting maxim of manner is found the least on the videos. It is dominant because Sierra as a speaker commonly said something untrue or opposite to the reality so that she could create humor easily. Cutting (2002:37-38) stated there are four ways to flout maxim of quality, they are hyperbole, sarcasm, banter, and irony. It could be seen from the title of the seven videos of Sierra Katow such as Asian American Problem, Dating a White Guy, How We See Chinese and Japanese People, etc. In other words, the titles of Sierra Katow's videos talked about discrimination and racism. She chose those titles because she lived in America but she has Asian's face.

On the other hand, flouting maxim of manner becomes the least type that can be found in stand-up comedy by Sierra Katow because Sierra as a speaker was rarely said something ambiguous. By saying something ambiguous, the audiences would have difficulty understanding the humorous sense of her utterances.

**B. Types of Humor**

According to Martin (2007:13) stated there are 11 forms of spontaneous humor such as irony, satire, sarcasm, overstatement and understatement, self-deprecation, teasing, replies of rhetorical question, clever replies to serious statement, double entendres, frozen expression, and pun. In order to answer research question number 2 the researcher used Humor theory by Martin to find the types of humor uttered by Sierra in stand-up comedy. After analyzing the data, the researcher determined that there are 7 out of 11 types of humor can be found on the 33 datums in 7 videos. Here are findings of types of humor used by Sierra Katow in stand-up comedy.

No	Types of Humor	Present
1	Irony	✓
2	Satire	✓
3	Sarcasm	✓
4	Overstatement and Understatement	✓
5	Self-deprecation	✓
6	Teasing	✓
7	Replies of Rhetorical Question	X
8	Clever Replies to Serious Statement	X
9	Double Entendres	✓
10	Frozen Expression	X
11	Pun	X

In this case, there are the dominant type which is overstatement and understatement and least type which is double entendres. The dominant type means overstatement and understatement are found the most on the videos, while the less type means double entendres is found the least on the videos. They were dominant because Sierra as a speaker commonly said something exaggeration or hyperbole and saying less or modesty. Yet, the least type of humor in stand-up comedy was double entendres. It was less used because talking about sex was a taboo thing and also she was a writer and graduated of Harvard University, so she had to keep her politeness.

On the other hand, there were 3 types of humor which were not used by Sierra Katow in stand-up comedy, they were Replies of Rhetorical Question, Clever Replies to Serious Statement, Frozen Expression and Pun. They were not used because Sierra Katow did stand-up comedy which she uttered the jokes by herself. If she used those types, she had to have another person to be a guest because those types required conversation between two people.

**C. Flouting Maxims and Humorous Sense**

According to Attardo (1994), there are three mechanisms of flouting maxims create humorous sense such as incongruity, hostility and release. In order to answer research question number 3 the researcher used incongruity, hostility and release to find how humorous sense were created by flouting maxim in stand-up comedy. After analyzing the data, the researcher determined that all mechanisms can be found on the data. In addition, Sierra flouted the maxims using 3 mechanisms and the flouting maxims have created on those 7 types of humor. Each mechanism contributed to all the types of flouting maxims and types of humor. Here are findings of the three mechanisms of flouting maxims create humorous sense in stand-up comedy by Sierra Katow.

No	The Ways	Present
1	Incongruity	✓
2	Hostility	✓
3	Release	✓

There are 3 ways of humorous sense were created by flouting maxims. The dominant means incongruity is found the most on the videos, while the less type means release is found the least on the videos. It is dominant because Sierra as a speaker focused on sudden transformation which is the process of someone's idea about something is changed and the expectation is turned into nothing (Attardo, 1994:48). She also commonly said something different with the audiences' expectations. It could be seen from her job, a writer, which she had a lot of ideas. As a writer, he had to have many experiences and comprehensive knowledge. By her knowledge and her hobby to create a joke, she could create the audiences' expectation then made it into nothing.

On the other hand, release becomes the least type that can be found in stand-up comedy by Sierra Katow because Sierra rarely said something that broke norms, especially social norms. As her biography, she was a writer and also graduated of Harvard University, so she had to keep her modesty.

## CONCLUSION AND SUGGESTION

### • CONCLUSION

Flouting maxim is a way to break language principle. Based on data analysis, there are some maxims that flouted in the video uttered by Sierra Katow in stand-up comedy. This research used 7 videos for analysing and finding four types of flouting maxims. The conclusion related to the research question and objectives of this research, as follows:

The first research question discusses about the types of maxims that are flouted by Sierra Katow to create humor in stand-up comedy act. From datum 1 – 9, the researcher found that the four types of flouting maxims, such as flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation and maxim of manner.

Second, the researcher discusses about the types of humor created by flouting maxims in stand-up comedy act by Sierra Katow. From datum 1 – 9, the researcher only found 7 types from 11 types of humor such as irony, satire, sarcasm, overstatement and understatement, self-deprecation, teasing, and double entendres. In addition, there are 4 types of humor which did not exist in the video by Sierra Katow in stand-up comedy, they are replies of rhetorical question, clever reply to serious statement, transformation of frozen expression, and pun.

Third, the researcher found that those flouting maxim can create humorous sense in stand-up comedy act by Sierra Katow. From datum 1 – 9, the researcher found three processes how humorous sense created by flouting maxim, they are incongruity, hostility, and release.

In conclusion, all types of flouting maxim by Grice were found on all of the data which used by the researcher. The researcher found 7 types of humor that used in stand-up comedy act by Sierra Katow. She also found 3 processes flouting maxims can create humorous sense in the 7 videos by Sierra Katow in stand-up comedy.

### • SUGGESTION

It is highly suggested that this study can be relevant study to the pragmatics field, especially flouting maxims. The researcher expects that the further research will be able to do a field research in order to dig more complex data since the data in this study are in the forms of stand-up comedy video which has limitation. The researcher also hopes that this study can inspire another researcher to find out more about flouting maxims can create humorous sense.

The researcher expect that this study can help another researcher to go deeper in flouting maxims and humor. Moreover, researcher think that this study can help every reader to understand and find out more about

the rules of flouting maxims in order to create an informative and communicative conversation.

Last but not least, the researcher has high expectation that this study could become the guidance for working field. The researcher hopes that this linguistic study will encourage the reader to apply linguistic knowledge to deal with real life situation.

## REFERENCE

- Attardo, S. 1994. *Linguistic Theories of Humor*. New York: Mouton de Gruyter.
- Attardo, S. 2001. *Humor and Irony in Interaction: From Mode Adoption to Failure of Detection*. Amsterdam: IOS Press.
- Attardo, S. 2003. *Introduction :The Pragmaticss of Humour*. *Journal of Pragmatics*.35:1287-1294.
- Grice, H. P. 1975. Logic and Conversation, in P. Cole & J. L. Morgan. *Syntax and Semantics* volume 3: Speech Acts. New York : Academic Press.
- Grice, H.P. 1989. *Studies in the Way of Words*. Massachusetts: Harvard University Press.
- Martin. R. A. 2007. Introduction to the Psychology of Humor. In *The Psychology of Humor: An Integrative Approach* (pp. 1-30). London, California, and Burlington: Elsevier Academic Press.
- Mason, Jennifer. 2002. *Qualitative Researching*. Second Edition. London: SAGE Publications Ltd.
- Miles, M., Huberman, M., & Saldana, J. 2014. Qualitative Data Analysis. *European Journal of Science Education* (Vol. 1). New York: SAGE Publications.  
<https://doi.org/10.1080/0140528790010406>
- Paltridge, Brian. 2006. *Discourse Analysis: An Introduction*. New York: Continuum.
- Riemer, N. 2010. *Introducing Semantics*. Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo, Delhi, Dubai, Tokyo: Cambridge University Press.
- Rolesta, I. 2016. *IMPLICATURE ANALYSIS ON STAND UP COMEDY INDO MALANG THESIS*. MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY.
- Rutter, J. 1997. *Stand-up as interaction : Performance and Audience in Comedy Venues*. University of Saford.
- Teaching, S. E., & Thurber, J. 2016. James Thurber's Humor Represents Typical American Humor, *13(5)*,395-400. <https://doi.org/10.17265/1539-8072/2016.05.009>.