CHAPTER III

RESEARCH METHOD

This chapter presents research design of the study, data collection, and data analysis to solve the problems of the research. The data collection explains the process of how the data were gained, and elaborated. While data analysis is justifying of how the data were analyzed in the frame of the theories a;0ccounted in the previous chapter.

3.1 Research Problems

This research is geared to answer these following questions:

1) How is the general structure of Muhadkly Acho's jokes?

2) What are the most common types of the humorous interactions delivered in Muhadkly Acho's performance?

1) What are the social functions of Muhadkly Acho's humor?

3.2 Research Design

The study employed the descriptive qualitative research design. It was aimed to describe the general structure of Stand Up Comedy jokes, types of humorous interactions, the social functions of humor. The approach used in this research was a qualitative approach. The focus of this approach was a particular phenomenon that had internal validity and contextual understanding, rather than

generalizability and comparability (Alwasilah, 2000: 143). In that case, it means that the researcher is to describe rather than proving the relations of the phenomenon to some aspects related without being tied up with the structured approach and design. As Wolcott (1994) states that qualitative research is fundamentally interpretive where researchers make an interpretation of the data. This includes developing a description of an individual or setting, analyzing data for themes or categories, and finally making an interpretation or drawing conclusions about its meaning personally and theoretically, stating the lessons learned, and offering further questions to be asked.

Kothari (2004) states that taking out the sample(s) and making statements about the population on the basis of the sample analysis or analyses is wished for the researchers to do in most of the descriptive/diagnostic studies. That means in this research it will be presented some samples from the data and that will be also provided by some descriptive explanations towards it.

This research also employed case study as the method. Kothari (2004) says that case study method is a form of qualitative analysis where in careful and complete observation of an individual or a situation or an institution is done; efforts are made to dissect each and every aspect of the concerning unit in minute details until it comes to the drawing of case data generalisations and inferences. Overall, the method goes along with the qualitative approach and also the descriptive method; and it makes all the senses of the overall research design is relevant for this research.

Meizar Ahmad Assiry, 2012
The Socio – Pragmatics Analisis: The case Study Of Muhadkly Acho's Humors In stand Up Comedy Performances
Universitas Pendidikan Indonesia | repository.upi.edu

3.3 Data Collection

The data used in the study were four videos of Muhadkly Acho's Stand Up Comedy performances that were downloaded from Youtube.com. The transcriptions of the videos were the subjects of analysis. The videos were chosen based on the consideration of its length. The videos that were chosen were only four videos that had the length between 5 to 10 minutes. The length limitation consideration is based on the fact that all aspects of the research problems asked in this research is adequately involved. The four videos were downloaded from the four different sets, perform times, stages; but they were all in the same informal setting. Some details information can be seen in **Table 3.1**:

Table. 3.1 The Selected Videos

Title	Length	Source	Date Accessed	Download Links
Acho at Virtual Consulting	8:10	Youtube	19/2/2012	http://www.youtube.com/watch?v=_oIROUCSlew
Stand Up Comedy Show Metro Tv, 6 October 2011	6:15	Youtube	19/2/2012	http://www.youtube.com/watch?v=FizLy-31WjQ
Muhadkly Acho- Dangdut, Silat dan Koteka	5:28	Youtube	10/7/2012	http://www.youtube.com/watch?v=i9yugFUC_9Q
Muhadkly Acho- Lady Gaga dan Syahwat	7:03	Youtube	10/7/2012	http://www.youtube.com/watch?v=nCupvIqPw-s

3.4   Data Analysis

The data analysis of the research used the framework proposed by Alexander (2009) for answering the research problem of the general structure of the jokes; and Salvatore Attardo (1994) regarding with the research problems of the types of humorous interactions and the social functions of humor.

Alexander (2009) states that there are at least three elements in Stand Up Comedy jokes' regular structure to be applied when a comic delivering the jokes there are setup, punchline, and tags. Setup is the brief background knowledge of the jokes. It roles is to be the entrance door for the audiences to penetrate the jokes further. Punchline, in the other hands, is the twist of the jokes. This part is where the incongruity is becoming the main ingredient in bending the setup. The "tags" part is optional to be applied in a joke. It functions is to prolong the punchline. Here is the example of General Structure of Jokes Analysis in **Table 3.2**:

Table. 3.2 Example of The General Structure of Stand Up Comedy Jokes Analysis

No	Utterances	Setup	Punchline	Tags	Structure
1.	*Gua seneng banget* bisa diundang lagi ke sini. Ini Virtual Consulting adalah perusahaan yang paling konsisten *kalo* ulang tahun ya; padahal tahun *kemaren* dia udah ulang tahun, sekarang dia ulang tahun lagi, luar biasa.	v	v	v	**S-P-T**

Notes:

S/Yellow   :   **Setup**

P/ <mark style="background-color: red;">Red</mark> : **Punchline**

T/ <mark style="background-color: turquoise;">Turquoise</mark> : **Tags**

The other specific aspects that were analyzed in this research were the types of humorous interactions, and the social functions. Attardo (1994) states that humor in context is the enormous umbrella from all of the communicative functions of humor. The types of the humorous interactions are joke telling, conversational jokes, teasing, and ritual joking. While the social functions of humor are the primary social function and the secondary social function. To see the example of analysis for the types of humorous interactions **Table 3.3** can be seen as the presentation. While the social functions of humor example of analysis can be seen in **Table 3.4** below:

The types of humorous interactions were also presented in a table to be easily distinguished. See the example:

Table. 3.3 Example of Types of Humorous Interactions Analysis

No.	Data	Code
1.	*Gua seneng banget* bisa diundang lagi ke sini. Ini Virtual Consulting adalah perusahaan yang paling konsisten *kalo* ulang tahun ya; padahal tahun *kemaren* dia udah ulang tahun, sekarang dia ulang tahun lagi, luar biasa.	**(V1/TOHI 1)**

Table 3.3 above shows the example of the classification that had been the focus of the study. It consisted of three columns, the first column was the numbers, next was the column of the primary data as the objects of the research, and then the code column as the data's code of research. In the code column there were **(V1/TOHI 1).** The meanings of that were **Video 1=V1**, and **Type of Humorous Interaction 1/Joke Telling.** The total of the videos used in the study were four videos; it would be **V1, V2, V3,** and **V4** come up; the details would be accounted later on.

Table. 3.4 Example of The Social Functions of Humor Analysis

No.	Data	Code
1.	*Gua seneng banget* bisa diundang lagi ke sini. Ini Virtual Consulting adalah perusahaan yang paling konsisten *kalo* ulang tahun ya; padahal tahun *kemaren* dia udah ulang tahun, sekarang dia ulang tahun lagi, luar biasa.	**(V1/PSFH 1)**

Similar to the previous explanation, this table also shows the social functions of humor. There are **(V1/PSFH1)**, **V1=Video 1,** and **PSFH 1=Primary Social Function of Humor 1**. There is also secondary social functions of humor and the code is **SSFH=Secondary Social Function of Humor**, and all of detailed explanation will be accounted further.

3.5   The Clarification of Terms

This section contains some terms that are related to this study to be cleared and defined. Some terms maybe found for the first time by some readers. Here are some terms to be clarified:

- Socio-pragmatic   : A knowledge of language that is more than solely linguistics and lexical knowledge to cover, but also regarding with the situational and social factors to influence the alteration of the speech acts strategies being used.

- Humor   : The ability to find things funny, the way in which people see that some things are funny or the quality of being funny.

- Comedy   : A (type of) film, play or book which is intentionally funny either in its characters or its action.

- Joke   : Something, such as a funny story or trick that is said or done in order to make people laugh.

- Stand Up Comedy   : Comedy performed by a single person telling jokes.

- Utterance   : Something that someone says.

- Comic   : Someone who entertains people by telling jokes.