CONTEXT OF SITUATION AND HUMOR TECHNIQUE USED IN ISLAMIC COMIC STRIP *LIFE WITH THE AHMAD FAMILY*

A GRADUATING PAPER

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A FINAL PROJECT STATEMENT

I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

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MOTTO

"Everyone has a different way to reach their goals.

Even though it is difficult, it must be faced."

Anonym

DEDICATION

The researcher dedicates this graduating paper to:

1. My precious parents

2. My Sisters and my brothers

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Hopefully this graduating paper can be useful for readers.

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CC= Casual Conversation

VC= Visual Conversation

F= Feedback

IF= Immediate Feedback

RF= Rapid Feedback

DF= Delayed Feedback

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Context of Situation and Humor Technique Used in Islamic Comic Strip

Life with The Ahmad Family

By Muhammad Mujiburrohman

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ABSTRACT

A communication process will run well if the participants can understand the utterances of each other. Components and quality of communication can be seen from the topics they talk about, the relationship between interactants, and the form of language used. The writer takes the comic strip Life with The Ahmad Family as the object of this research. On the other hand, comics are closely related to the use of humor to attract readers' attention. Therefore, this study focuses on identifying the context of the situation, which consists of field, tenor, and mode, whereas the humor technique is to analyze the creation of humor in comics. This type of research is qualitative. The theories applied in this research are Halliday's context of situation and Berger's humor technique. The researcher found 12 data containing misconceptions. Furthermore, 12 data are categorized into field, tenor and mode. The field category is dominated by everyday language. There are 9 informal conversations and 3 formal conversations in the tenor category, while spoken texts dominate the mode category. In contrast, creating humor is dominated by techniques of misunderstanding, facetiousness, and puns.

Keywords: *Context of Situation, Humor Technique, Comic Strip*

Konteks Situasi dan Humor Teknik yang Digunakan dalam Komik Strip Islam
Life with The Ahmad Family

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INTISARI

Suatu proses komunikasi akan berjalan dengan baik jika antar penutur dapat memahami ujaran satu sama lain. Komponen serta kualitas komunikasi dapat dilihat dari topik yang mereka bicarakan, hubungan antar interaktan dan bentuk Bahasa yang digunakan. Dalam penelitian ini penulis mengambil komik strip *Life with The Ahmad Family* sebagai objeknya. Di sisi lain, komik erat kaitannya dengan penggunaan humor untuk menarik perhatian pembacanya. Oleh karena itu, penelitian ini berfokus untuk mengidentifikasi konteks situasi yang terdiri dari field, tenor, dan mode, sedangkan humor teknik untuk menganalisis penciptaan humor dalam komik. Jenis penelitian ini adalah kualitatif. Teori yang diaplikasikan dalam penelitian ini adalah konteks situasi dari Halliday dan teknik humor dari Berger. Peneliti menemukan dua belas data yang mengandung miskonsepsi. Selanjutnya 12 data tersebut dikategorikan dalam field, tenor dan mode. Pada kategori field didominasi oleh Bahasa sehari-hari, pada kategori tenor terdapat sembilan percakapan informal dan tiga percakapan formal, sedangkan pada kategori mode di dominasi dengan teks lisan. Sementara pada teknik penciptaan humor di dominasi oleh teknik kesalahpahaman, kejenakaan dan permaianan kata.

Kata kunci: *Konteks Situasi, Teknik Humor, Komik Strip*

CHAPTER I

INTRODUCTION

1.1 Background of Study

The existence of a language cannot be separated from its users. Language is a very important element in everyday life as a means of communication. Devitt & Hanley (2006, p. 1) state that language is a message conveyed in the form of an expression as a means of communication in certain situations and various activities. In the communication process, an utterance should be understood between the speaker and speech partner because if they cannot understand the utterance they convey, the speaker and the speech partner will get misconceptions.

In fact, in everyday communication, there is often a misconception between the message which a speaker conveys and the message received by the speech partner. According to Wijayati (2009, p. 2), misunderstandings occur due to disturbances in the form of noise, use of foreign languages, stress errors when pronouncing an utterance, and the presence of word that has multiple meanings. Nowadays, the utterance that contains misconception is found in everyday life and in various forms such as social media, talk shows, movies, and even in comic, manga, etc. In contrast, comics are one of the media in which there are many pictures and stories, there may be misconceptions that occur between one character and another,

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The comic is a medium used to express an idea through a story sequence, and it presents images, dialogue, and other visual information to deliver the story. Scout McCloud (2001, p. 9) believes that comics can have the meaning of pictures and other symbols that are close together in a particular order to convey information and get an aesthetic response from the reader. According to Maharsi (as cited in Raka et al., 2016, p. 2), Comic is divided into five categories: Comic strips, Comic books, Graphic novels, Compilation comics, and webcomics. Nowadays, comics have functioned as an entertainment media that can be equated with various types of entertainment such as movies, TV, and cinema. The comic is not only a media of visual communication and entertaining pictures but also can be applied as an educational tool and able to convey information effectively and efficiently. Aside from that, Comic is also an entertaining visual media that contains humor that aims to entertain the readers.

Humor can happen because there are different messages between the speaker and speech partner. In this case, context becomes an essential aspect of the communication process. When the speaker produces an utterance, they will consider the reference from the word, who is being spoken, and what is being discussed, so the utterances that are produced can be understood by the speech partner (Saifudin, 2018, p. 112). Hence, to better understand the humor produced by interactants, the researcher uses humor technique to analyze what makes this Comic becomes humorous.

One of the interesting comics to be discussed is Life with Ahmad Family by Absar Kazmi. The comic strip contains some titles and stories about the author's

environment and experiences. These comics use the power of comics to influence readers' perspectives about Muslims and Islam. In these comics, the researcher found language problems, which are found several patterns of misconceptions deliberately used by the author on the characters in the comic. The use of misunderstandings is the author's strategy to build humor in this comic, so the message can be received and understood well by the readers.

The researcher chooses these comics because of some reasons. First, the comic portrays the author's experience and the people around him. The author is a Muslim who lives in the US, so he wants to share and describes his life and the people around him as a Muslim minority through comic. According to World Population Review in 2017, Islam is the third-largest religion in the US after Christianity and Judaism. There are 3.45 milions Muslims who live in the US, it is only about 1.1% of the total population. The second author wants to remind Muslims of Islam's basic teachings and promote tolerance and respect among all faiths and cultures through entertaining, educational halal content while living in a multicultural environment.

In this paper, the researcher uses systemic functional linguistics and humor techniques in analyzing the object. When the reader reads the comics, they are looking at the picture and reading the dialogue and understanding the context and things that make it enjoyable, such as the humor and jokes behind the whole story. Halliday and Matthiessen (2014, p.33) argues that systemic functional linguistics is the study of understanding how a text creates its meaning in a context. The readers or listeners

should understand both the language and the context that follow the utterances. According to Oxford Dictionary, context is defined as something that comes after the utterances. It can be the setting of the place, time, or condition. The example of the object is presented as follows.
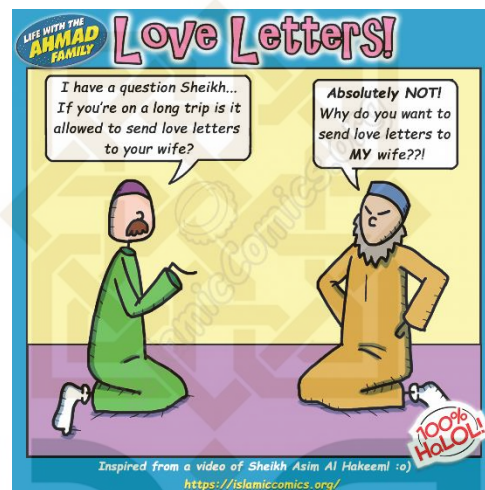
Figure 1 1 Love Letters (October 15, 2020)

As previously mentioned, the author is interested in analyzing misconceptions in comics. Misunderstandings can be seen in the teacher's character, who misinterprets the student's character revealed in the comic above. The context of the situation is used to analyze the utterances to find out the misconceptions in the comic. The different meanings in the case above are teacher's assumption about the student's question related to the love letter. Therefore, misconceptions about interactants will evoke smiles and laughter in the readers.

1.2 Research Question

By explaining the background above, the researcher formulates research questions.

1. What context situation (Field, Tenor, and Mode) is found in the comic Life with Ahmad Family?

2. What is kind of humor techniques used in the comic Life with Ahmad Family?

1.3 Objective of Study

Based on the research question above, there are two objectives that want to be achieved.

1. To understand the context of situation in The Life with Ahmad Family Comic

2. To identify what kind of humor technique are used in The Life with Ahmad Family Comic

1.4 Scope of Study

Based on explanation above, this research focus on utterances that contains misconception, so the researcher focuses on identifying the context of situation (field, tenor, mode) and humor making technique.

1.5 Significance of Study

This research is expected to be useful for readers and the researcher himself because it can enrich knowledge and give more insight into understanding the same theory to the reader. This research contributes to those who wants to gain more in

conducting about systemic Functional Linguistics, especially for students in the English department in Faculty of Adab and Cultural Science, Islamic State University Sunan Kalijaga, because the researcher perceives that there is not much research which focuses on SFL especially context of situation. The researcher also hopes this thesis can be used as a reference and useful for the following study by using the same theory. Further the researcher hopes this thesis will give more information and references in applying SFL theory, especially in discussing the context situation analysis.

1.6 Literature Review

In analyzing the object of this paper, the writer has read some previous studies. Some studies are relevant to the topic to support the idea of the analysis.

The first is Rike Muspita (2018) in her graduating paper, Department of English Faculty of Cultural studies, the University of Sumatra Medan, entitled An Analysis of Context of Situation on Kim Jong Nam Murder Case in Indonesian and Malaysian English- Language Online Newspapers. This thesis seeks to understand the similarities and the differences in context situations that influence the reader's perception of the context of Indonesian and Malaysian online newspapers. In this thesis, the researcher uses the theoretical context of the situation from Halliday. The qualitative descriptive method is applied in this study. The data for this study comes from an English internet publication of Kim Jong Nam murder case. The findings of this study revealed that there are similarities in the context of situation in Indonesian and Malaysian online newspapers, such as field, tenor and mode. There are differences in the part of

grammatical intricacy which determines the complexity of a sentence and how informative the online newspaper from Indonesia and Malaysia.

The Second is Sulistia Ayu Wardani (2021) in her graduation paper, English Department Faculty of Adab and Cultural Science UIN Sunan Kalijaga Yogyakarta, entitled An Analysis of Context Situation Towards Pope Francis Speech in Use Based on The Jakarta Post and Arabiya News. This research aims to find the differences and similarities in the context of the situation between two online newspapers from different countries. The researcher uses the context of situation theory from M.A.K Halliday. The qualitative method is used in this paper. This study found similarities in the field, mode, and tenor and the differences in terms of both newspapers. The difference in the field is Indonesian newspaper presented Yamen's issue, whereas the UAE newspaper focuses on the humanities fraternity. There are mostly found the terms on UAE is related to politics rather than in Indonesia newspapers. In contrast, the tenor of the two newspapers is unequal and happened in the same place with delayed feedback. The mode of the newspapers is written text.

The Third is Ratri Harida (2018) in her International Journal of Education, College of Teacher Training and Education (STKIP) of Ponorogo, entitled Analysis of Humor Making Technique in the WIT Comedy Program (Waktu Indonesia Timur). This research aims to understand and analyzes humor as part of linguistic phenomena. In this paper, the researcher uses Berger's humor technique. The method of this study is qualitative research. In contrast, the research subject is the record of the WIT

program. The result of the study is to categorize what humor technique is used in the WIT comedy program.

Both the first and second studies have the same topic as the research, which is about the context of situation in the online newspapers. Whilst the third study, it takes TV programs as the object and uses humor technique as the theory. After investigating several previous studies, the researcher combines two approaches, context of situation and humor technique because in the object of the studies there are language problems related to context and humor making technique.

1.7 Theoretical Approach

This paper uses two theories: Context of Situation by Halliday and Humor technique by Arthur Berger. The explanation of both theories will be explained as follows.

Halliday and Hasan (1989, p. 12) state that there are three conceptual frameworks: field, tenor, and mode in interpreting utterances. These concepts serve to solve the social context of a text. The first is the field. It refers to what is happening to the nature of the social action that is taking place, the participants are engaged in, and the language figure as some essential component. The second is the tenor. It refers to participants, their status, roles, and relationships among participants, including permanent or temporary relationships. The third is the mode. It relates to what language is used in the situation. The language in the text can be spoken or written, or some of the combination of the two. Malinowski (in Ubaidillah 2019, p. 45) also argues about

the context of the situation that there are several aspects, the relationship between speakers, the words are said, the events, and objects that follow the speech event.

Further in analyzing humor technique, Berger serves several methods which have to be accomplished to do humor. This technique is essential to do so. It will give the reader a notion of the type of humor being created. Berger (1999, p. 17) argues that humor has some processes that can be separated into various parts and analyses. He states fifteen techniques to identify humor: allusions, bombast, definition, exaggeration, facetiousness, insults, infantilism, irony, misunderstanding, over literalness, puns, repartee, ridicule, sarcasm, and satire. Chapter two will discuss all of those techniques in greater depth.

1.8 Method of research

1.8.1 Type of Research

In this paper, the researcher uses the qualitative method. According to Sugiyono (2013, p. 9), qualitative research is a method used to obtain in-depth data which contains meaning. The researcher decides to use qualitative research because the data analysis only focuses on the meaning of utterances that have misconceptions that occur in the comic.

1.8.2 Data Sources

This research data is taken from the Websites of Ahmad Family Comics (n.d.) The data identified are the utterances found in the Comic since 2016 untill 2022 that indicates misconception. The researcher takes the Comic based on the time it is posted

by the authors from January 2019 to December 2020 to limit the data. The author posts 39 Comic strips during those two years. The reason why the researcher limits those data because misconception or misunderstanding is mostly found in both of the years.

1.8.3 Data Collection Technique

The researcher takes comics as the object with a series of pictures to support the story being conveyed. Therefore, the researcher employs documentation techniques. The documentation technique uses written images or monumental works of someone. The documentation in writing includes diaries, life histories, biographies, regulations, and policies. Whereas in images, such as photos, live images, sketches, and others. Documentation in the form of works such as works of art, which can be pictures, sculptures, films, and others (Sugiyono, 2013, p. 240). The researcher uses the documentation technique because the data of this research involves written, images, and sketches.

The data is collected by following these steps. First, The researcher reads a lot, all the Life with Ahmad Family episodes on the website. Second, the researcher observes misconceptions to get the data. Thirdly the researcher discovers which episodes of comics contain misconceptions. Third, the researcher collects all the utterances and interpreting the true meaning of the character's dialogue.

1.8.4 Data Analysis Technique

The researcher uses interactive model according to Sugiyono (2013, p. 246). Interactive model is the technique that consists of three steps. The first is Data

Reduction, data reduction is a process of collecting and reducing data from the object, therefore it needs to be identified in detail and carefully (Sugiyono, 2013, p. 247). The researcher collects the data using the comic *Life with The Ahmad Family."* The second is Data Display, after the data is reduced, the next step is to display the data. In qualitative research, data can be presented in the form of brief descriptions, charts, relationships between categories, flowcharts and so on. By displaying the data, it will be easier to plan further work based on what has been understood (Sugiyono, 2013, p. 249). The last is Conclusion, conclusion is a process of providing meaning to the data analyzed (Sugiyono, 2013, p. 252). The researcher concludes that data finding is context situation and kind of humor technique used.

1.9 Paper Organization

This research paper is divided into four chapters. The first chapter discusses the introduction, including several sub-chapters, such as research background, research question, objectives of study, scope of study, significance of study, literature review, theoretical approach, research methods, and paper organization. The second chapter is a theoretical framework and discusses the theories used by researchers. The third chapter discusses the findings and discussion. In this section, the researcher explains the findings of the data from the utterances contained in the object and explain the data by using the context of situation theory by Halliday and humor technique by Berger. The last chapter explains the conclusions and suggestions and summarizes the important points contained in the data from the overall analysis.

CHAPTER IV

CONCLUSION AND SUGGESTIONS

4.1 Conclusion

Based on the results and explanations in chapter 3, there are several conclusions that can be drawn about the context situation and humor technique. The first is context situation, the researcher knows that there are 12 everyday terms that are used in the field of the text, 3 formal conversation and 9 informal conversations in the tenor of the text, 12 spatial distance which is categorized as visual conversation and 12 experiential distance which is categorized as spoken text and language as action in the mode of text.

Second, after recognizing the context of situation, the researcher analyzes the humor technique that is used by the author to build a humor. In applying humor technique by Arthur Berger, the researcher finds several techniques, there are: misunderstanding found 3 data, facetiousness 2 data, satire 2 data, puns 2 data, sarcasm 1 data, ridicule 1 data, and over literalness 1 data.

Based on the discussion above, it can be concluded that the comic life with the Ahmad Family tends to use everyday language in communicating so that the language is more general and easier for readers to understand. Furthermore, the relationship between interactants has the same position, because most of the interactant relationships are family and close friends, this can be seen from the level of power, contact and affective involvement. From the form of language used in the comic, it is included in spoken text because there are utterances in the comic so that it can be

categorized as language accompanying social processes. Meanwhile, in technique of humor created from the comic, misunderstanding is the most dominant technique to build humor. this is intended to entertain the readers so that in conveying the message in comics it can be accepted and easy to understand.

4.2 Suggestion

Based on the paper above, the researcher recognizes that in writing this paper is far from ideal. It might be found any mistake and typological words, in the description of the content was not explained clearly and any other errors in this final paper. Hence, the researcher needs and most welcomes if there is any suggestion from the readers. The researcher expects that in the future this paper can be taken as references of the research that applied SFL theory.

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