
Verbal Humor in the Online Comic "Ukik_Rm"

Muhammad Haekal Harahap¹, Mulyadi², Alemina Br. Perangin-angin³

^{1, 2, 3}Linguistic Department Study Program, Universitas Sumatera Utara, Indonesia

¹ekalrahap@gmail.com, ²mulyadi@usu.ac.id, ³alemina@usu.ac.id

Published: 01/08/2023

How to cite (in APA style):

Harahap, M. H., Mulyadi, Perangin-angin, A. B. (2023). Verbal Humor in the Online Comic "Ukik_Rm". *RETORIKA: Jurnal Ilmu Bahasa*, 9(3), 298-306. Doi: 10.55637/jr.9.2.6691.298-306

Abstract-The aim of this research are (1) describing the knowledge recources that build verbal humor in online comics ukik_rm and (2) classifying the types of verbal humor that exist in online comics ukik_rm. To achieve the objectives of this study, Semantics Script Theory of Humor (SSTH), General Theory of Verbal Humor (GTVH), and 12 types of verbal humor Shade were used. This research data is humorous text in online comics ukik_rm. The comics are taken from the official Instagram account of ukik_rm online comics (ukik_rm). This research applied qualitative-descriptive approach. The note-taking method is used in collecting data. in analyzing the data used the data analysis method of Miles and Huberman. The results of this study show that every knowledge resource that exists and builds verbal humor of online comics ukik_rm has a decisive and important role for the humor of verbal humor of online comics ukik_rm. Script opposition that is often found in the verbal humor of online comics ukik_rm is the opposition between two scripts that come from things close to Indonesian society. For logical mechanisms, "faulty reasoning" is a type of LM that is often used. Situations that are often used are situations that are based on everyday life. The target of verbal humor is imposed on a group or an individual. The narrative strategy is a strip comic. The language consistently uses set up and punch line techniques. The types of verbal humor found in objects are pun, joke, satire, farce, irony, and sarcasm.

Keywords: Verbal Humor, Ukik_Rm, Online Comics, Types, Knowledge Resources, GTVH

I. INTRODUCTION

Humor is a phenomenon that occurs when a person laughs because they see (visual) or hear (audio) something funny. The funny thing can be a situation, story, or thought that appears in everyday life (Raskin, 1984). In addition to being a means of entertainment, humor is also often used as a vehicle for social criticism of forms of inequality that occur in society which are expressed in a language style that is funny, relaxed, and intriguing readers or listeners. Attardo (1994) argues that humor is a mental phenomenon (humor) that causes complex neurophysiological phenomena (laughter).

Verbal humor is one type of humor that is commonly found in general audiences. Berger

(2017) argues that one of the efforts in creating humor is through words, ways of speaking, word meanings, or the consequences of words. From this opinion, Berger explained that verbal humor is created from elements that exist in language. So verbal humor can be considered a linguistic phenomenon on the grounds that language has a central role in the occurrence or creation of verbal humor. Shade (1996) adds that verbal humor is based on discrepancies resulting from understatements, contradictions, exaggerations, and surprises. Language has a large and central role in creating these things. From the opinions of the two experts, it can be concluded that verbal humor is a language phenomenon that can be discussed linguistically. Shade (1996) then divided verbal

humor into 12 types, namely: pun, riddle, joke, satire, limerick, parody, anecdote, farce, irony, sarcasm, tall tale, and wit. Pun is verbal humor that brings humor with word play and meaning. Sometimes it is done on words that have almost the same sound but with different meanings (Shade, 1996). Riddle is a type of verbal humor in the form of questions or puzzles designed to elicit unexpected or intelligent answers. The puzzle will be a challenge in thinking for the reader or listener in finding out the answer to the puzzle and provoke funny comments or responses with the intention to make the reader or listener laugh (Shade, 1996). This type of verbal humor refers to something said or done that can provoke laughter. The source of this common form of humor can involve words, idioms and metaphors that have multiple meanings, explain ambiguity, perceive discrepancies or provide sudden unexpected changes (Shade, 1996).

Satire is a type of verbal humor that comes from a combination of humor and criticism. So even though the content is considered serious and heavy, it can still trigger laughter from readers or listeners. In its application, cuteness is produced by exaggerating and downplaying existing facts (Shade, 1996). Limerick is a verbal humor in the form of a poem consisting of five lines, rhythmic, and has the same verbal rhythm (Shade, 1996). A parody is verbal humor whose humor comes from the imitation and modification of a previously existing and well-known literary work or film on purpose. However, it retains the stylistic and skeletal resemblance of the imitated work (Shade, 1996). Anecdote is verbal humor with an oral story style that describes a brief description of a situation from real or fictional events that are ultimately directed to the point of humor (Shade, 1996). Farce type verbal humor has a comedic style that is boisterous, exaggerated gestures, absurdity, and laughable (Shade, 1996).

Irony is verbal humor with a style of speaking or speaking in which the intended meaning is the opposite of its literal meaning or lucination arises from the contradiction between what is said and what is done, what is expected and the reality that happens (Shade, 1996). Sarcasm-type verbal humor uses mockery, insults, or sneers in disguise to create humor. Sarcasm is considered sharper than irony and can hurt the feelings of others (Shade, 1996). Tall tale is a type of story-format verbal humor that relies

on facts or events related to the characters, as well as exaggerated plots and settings. They range from silliness to impossibility (Shade, 1996). Wit is verbal humor that uses sharp words to create an intellectually funny effect by causing a change in perception from one topic to another (Shade, 1996).

In linguistics, verbal humor can be studied with the General Theory of Verbal Humor (GTVH) (Attardo & Raskin, 1991; Attardo, 2002, 2003, 2008). GTVH is an extension of the earlier linguistic theory of humor, namely Semantics Script Theory of Humor (SSTH) (Raskin, 1984). SSTH is a theory rooted in Incongruity Theory. In Incongruity Theory, laughter results from awareness of something that does not make sense or logic used in perceiving an event (Lynch, 2002). Something will be considered funny if it is illogical, irrational, paradox, incoherent, erroneous, or inappropriate. The evidence that Incongruity Theory is the forerunner of SSTH can be seen from SSTH's main focus, script opposition, which is the peculiarity on which verbal humor is based. Raskin (1984) argues that a text or speech can be considered verbal humor if it meets two conditions, namely: (1) the text or speech, in whole or in part has a relationship with two different scripts; (2) The two scripts related to the text are contradictory. There are three distinctive concepts in SSTH: scripting, overlapping, and opposing.

A script is defined as "most of the semantic information that accompanies a word or something it evokes" (Attardo, 1994; Raskin, 1984). Attardo (1994) argues that scripts are "cognitive structures internalized by the speaker (doer) that provide the speaker with information about how things can be done, arranged, and so on. For example, the script 'restaurant' will bring up a sequence of other scripts related to 'restaurant' in the mind of the listener. Such as 'driving to a restaurant', 'sitting', 'reading the menu', 'ordering food', and so on (Attardo, 1994).

Overlapping occurs when "compatible or appropriate text stretches across more than one script" (Attardo, 1994). As in the following example: "a text describes a person getting up, preparing breakfast, leaving the house, etc.". The event can correspond to the 'go to work' script and can also match the 'go fishing' script so the stretch of text is compatible with both scripts (Attardo, 1994, 2003). The opposing condition occurs when two overlapping scripts have a calm nature in a certain way (Raskin, 1984). In summary, the essence of SSTH is "if all or part of a text is

compatible with two scripts and the two scripts contradict each other then the text can be classified as humor by SSTH" (Attardo, 1994).

In GTVH script opposition in SSTH becomes part and main point of knowledge resources. Knowledge resources (KR) is a list of parameters or factors that contribute to building verbal humor developed by Attardo and Raskin. There are 6 knowledge resources in GTVH, namely script opposition (SO), logical mechanism (LM), situation (SI), target (TA), narrative strategy (NS), and language (LA) (Attardc & Raskin, 1991; Attardo, 2002, 2003, 2008).

The opposition script is KR taken from SSTH (Raskin, 1984). Script opposition focuses on opposing or opposing scripts for which there is text or speech. Logical mechanism is a KR that resolves discrepancies caused by script opposition in text and explains how a text / humorous speech carries two opposing and overlapping scripts simultaneously (Attardo, 2002). So that the reader can go beyond the opposition script contained in speech or humorous text and can find the script in question. Situation is KR that describes the situation brought by verbal humor (Attardo, 2002). Situations such as objects, activities, and instruments are part of the cuteness.

The target is the KR who explains who is being targeted from the text/verbal humorous speech. The target of verbal humor can be imagined by the reader, such as a group or individual from an ethnic minority with humorous stereotypes (Attardo, 2002). Narrative strategy is KR responsible for structuring syntactic and semantic arrangements in verbal humor. A verbal humor should be narrated in the form of idioms or slang, proverbs or simple narratives, dialogues or riddles (Attardo, 1994). Language is KR that represents the idea of humorous linguistics. language contains the information needed to verbalize a text/speech (Attardo, 1994). In this research, GTVH is used to show and describe the knowledge resources that exist in the verbal humor of the object of research.

Linguistic studies of verbal humor have been done before. As done by Wahyuni & Hamzah (2019) who has a focus on verbal humor on the sitcom "*Tetangga Masa Gitu*". The results of the analysis showed that there were 84 verbal humors and 8 out of 12 types of Shade verbal humor. The eight types of verbal humor are: pun,

joke, satire, anecdote, irony, sarcasm, tall tale, and wit. In addition to explaining the types of verbal humor found in the sitcom Neighbor Masa Gitu, the results of the analysis also describe the types of KR that are often used in the verbal humor of the sitcom Neighbor Masa Gitu. The type of verbal humor and KR found in the verbal humor of Neighbor Masa Gitu depicts people's lives on the reality of daily life in Indonesia.

Second, Wananda, Rangukti, & Yusuf (2021) also conducted the same type of research. The research conducted has a focus on verbal humor found in the animated series "*Gravity Falls*". The purpose of the study was to find out what types of verbal humor are found in the animated series "*Gravity Falls*" and also how verbal humor is studied linguistically. The results show that humorous linguistics can be found and applied to dialogue transcription in the "*Gravity Falls*" animation.

Third, Harahap, Mulyadi, & Perangin-angin (2022) conducted a study that aimed to describe how verbal humor occurs in the comic strip "*Tahilalats*" with GTVH and classify the verbal humor in objects into 12 types of Shade verbal humor. The results showed that KR contained in verbal humor in each comic strip "*Tahilalats*" has a central and influential role in building cuteness. In addition to text, images on objects support cuteness in verbal humor. In the comic strip "*Tahilalats*" there are 8 types of verbal humor Shade.

In previous linguistic humor studies, the results of the analysis were only in the form of numbers that showed the percentage of the number of uses of the KR type in the object's verbal humor and the amount of verbal humor included in a type of Shade verbal humor. But there are also research results that are described narratively with the aim that readers get an image or pattern of money to be a characteristic of the verbal humor of the object studied. In addition to showing the number of types of verbal humor present, the study also explains the reasons why some types of verbal humor are absent or do not match objects.

The object of this study is the online comic "*ukik_rm*". "*ukik_rm*" is a strip comic that can be found or read on @ukik_rm Instagram account. The main topic of online comics "*ukik_rm*" often is hot issues that are commonly encountered in the general public and then humor is added. So that readers will feel close to the story presented by ukik_rm online comics and feel entertained by the humor brought. On his Instagram account,

@ukik_rm, "ukik_rm" online comic has 118,000 followers. This indicates that online comics "ukik_rm" have a large readership.

This study aims to describe the Knowledge Resources found in the verbal humor of online comics ukik_rm and classify the verbal humor found in ukik_rm online comics into types of Shade verbal humor. Later the results will be described with narrative with the aim that readers get an in-depth picture of the knowledge resources that exist in ukik_rm online comics and also explain the reasons why some types of Shade verbal humor do not exist in ukik_rm online comics.

II. METHODS

This study used descriptive-qualitative method. The data in this study are humorous texts found in online comics ukik_rm. These comics are accessed through the official Instagram account of ukik_rm online comics, namely @ukik_rm. In collecting this research data using the listen method. For data analysis, this study applied the data analysis method proposed by Miles and Huberman. Qualitative data analysis is carried out interactively and runs continuously until it is complete, so that the data is saturated (Miles & Huberman, 1994).

III. RESULT AND DISCUSSION

3.1 Result

The following script opposition to the verbal humor of the comic can be found in the solution given by the Team Crew character to the Racer. At first the drivers complained about falling frequently at the corners of the circuit and then the Team Crew gave advice that when passing the corner the rider honk the horn three times. The solution provided by the Team Crew is a habit of two-wheeled riders when they want to turn a corner. This habit is done to signal to other motorists that there will be other vehicles passing the corner from the other direction. But in this comic the reader will be brought into a racing situation which means there are no riders from other directions. From this, the reader will find the KR situation "racing". From the Racer's complaints and the solutions or suggestions given by the Team Crew, readers will find the script opposition "CIRCUIT BENDS" VS "HORN THREE TIMES".

The logical mechanism of this comic's verbal humor is "False analogy". This can be realized when the reader knows the advice given

by the Team Crew and the situation that is being faced by the driver is not related or correlated. The target of this verbal humor is "Racer". This is because in this comic the Racer receives advice from the Team Crew. For narrative strategy, verbal humor is delivered in a strip comic format and for verbal humor language in this comic uses a set up and punch line format so that at the beginning of the comic the reader will be brought to an assumption (set up) and after that the reader is shown with the assumption that is built at the beginning of the comic (punch line).

Figure 01. Examples of Online Comics Ukik_Rm 2



Table 01. Knowledge Resources on the Example Comic from Ukik_Rm 2

| | |
|----|---|
| SO | "WAITING" VS "UNWILLING" |
| LM | Self-undermining |
| SI | Parking lot |
| TA | Motorists and parking attendants |
| NS | Strip comics |
| LA | Set up: Driver: <i>this is the parking money... (Just watch out for my money five thousand not given change I will wait).</i> Parking Attendant: <i>(keep waiting, I will never give you change)</i> |
| KR | Punch line: Driver and Parking Attendants wait for each other what they want until they grow old. |

The script opposition to the verbal humor of the comic above can be found in the way the characters of the Driver and Parking Attendant in maintaining their selfishness. On the Rider's side, he wants the parking fee he gave to the Parking Attendant to be refunded because he gave the money in large denominations and money. While on the Parking Attendant side, he does not want to return more than the money given by the rider. The selfishness of these two characters in the comic causes them to age because they wait for what they want not to happen. From this, readers will find scripts "WAITING" and "UNWILLING". The logical mechanism of this comic verbal humor is "self-undermining". It can be found in what they can or experience (grow old) from what they do (maintain selfishness). Which means they are at a loss to themselves because of a trivial matter.

Verbal humor in this comic is imposed or targeted at motorists who do not want their remaining parking money not to be refunded and parking attendants who do not refund the remaining money or more than the driver's parking fee. So that the targets of verbal humor in this comic are drivers and parking attendants. The situation in this comic verbal humor is a parking lot. This makes the verbal humor in this comic memorable or close to the reader. For narrative strategy and verbal humor language in this comic is exactly the same as the previous comics and other comics.

Figure 02. Examples of Online Comics *ukik_rm* 3

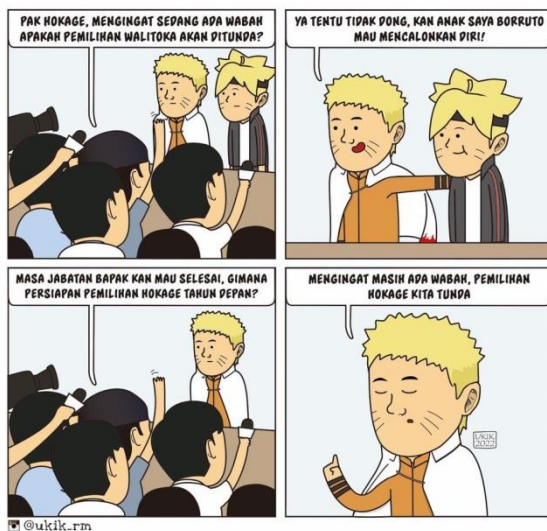


Table 02. 3 Knowledge Resources on Example Comics *Ukik_Rm* 3

| | |
|----|--------------------------------|
| SO | "IMPLEMENTED" VS "POSPONEMENT" |
| LM | Ignoring the obvious |
| SI | Press conference |
| TA | President Jokowi |
| NS | Strip comics |
| LA | |

KR

Set up:

Journalist: *Mr. Hokage, given that there is an outbreak, will the mayoral election be postponed?*

Hokage: *of course not, my son Borruto wants to run! (at other times)*

Journalist: *Your term of office is about to end, how are you preparing for next year's Hokage election?*

Punch line:

Hokage: *Since there is still an outbreak, we postpone the election of Hokage.*

The script opposition to the verbal humor of the comic above can be found in every answer that Hokage gives in every interview that occurs in this comic. In the first interview, Hokage stated that the mayoral election would still be held despite the outbreak on the grounds that his son would run for mayor. From that statement found the script "IMPLEMENTED". Later, in a later interview, Hokage was asked about the readiness of next year's Hokage election by reporters, and Hokage replied that the Hokage election would be postponed due to an outbreak. From this statement found the script "POSTPONEMENT". The connection between the two opposing scripts is the interest of Hokage figures who want their son to run for mayor and Hokage himself who is reluctant to step down from office even after his term is over.

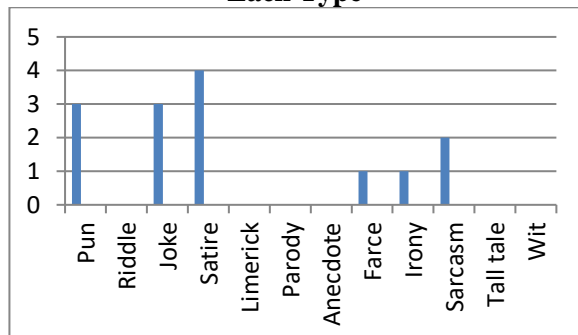
"Ignoring the obvious" is a logical mechanism. This is evidenced by the Hokage who ignored the plague that occurred where he led and also ignored democracy by postponing the election of Hokage on the grounds of the plague. The situation that occurs in the verbal humor in the comic is "press conference". This can be seen in the illustration depicted. Yang menjadi target dari humor verbal ini adalah Presiden Jokowi. The verbal humor in this comic is included in satirizing

the steps taken by President Jokowi in 2020. At that time, President Jokowi did not postpone the 2020 simultaneous regional elections which were held when the Covid-19 outbreak was at its peak and in the 2020 simultaneous regional elections, his eldest son and son-in-law became participants in their respective regions. Then, in 2022 President Jokowi gave a statement that the 2024 election would most likely be postponed due to the COVID-19 outbreak. The difference in attitude is criticized in this comic with its verbal humor. President Jokowi is not featured in this comic. But the figure of Hokage (village leader in the Naruto comic world) was presented and became a representative of President Jokowi.

3.1.1 Types of Verbal Humor in Online Comics *Ukik_Rm*

In this section, we will show the types of verbal humor in *ukik_rm* online comics along with the amount of each type of verbal humor. Here's the graph:

Chart 01. The Types of Verbal Humor in Online Comics *Ukik_Rm* and the Number of Each Type



From the chart above, it can be seen that there are 6 types of verbal humor in online comics *ukik_rm* along with the amount of verbal humor included in these types. The six types of verbal humor are: pun, joke, satire, farce, irony, and sarcasm. The type of satirical verbal humor is the most with 4 verbal humors, followed by pun and jokes which both number 3, sarcasm number 2, and the least is farce and irony each as much as 1 verbal humor. 6 other types of verbal humor are absent from *ukik_rm* online comics. The six types of verbal humor are: riddle, limerick, parody, anecdote, tall tale, and wit.

3.2 Discussion

3.2.1 Knowledge Resources on Verbal Humor of Online Comics *Ukik_Rm*

3.2.1.1 Script Opposition

The script opposition that is often found in the verbal humor of online comics *ukik_rm* is the conflict between two scripts that come from things close to Indonesian society and issues that were hot at that time. Examples such as scripts taken from the problem of cooking oil scarcity such as "FRIED FOOD", "STEP", "BOIL AND STEAM". The choice of such a script causes the humor of verbs in online comics to *ukik_rm* be accepted quickly by readers who are Indonesians. That way the reader does not need to look for what the verbal humor of online comics *ukik_rm* mean because what is meant has been felt or close to the reader.

3.2.1.2 Logical mechanism

The verbal humor of online comics *ukik_rm* found to often use the logical mechanism of "faulty reasoning" in resolving discrepancies in the verbal humor of online comics *ukik_rm* caused by script opposition. "Faulty reasoning" resolves discrepancies in verbal humor by reasoning something that is wrong or completely unrelated to the core of the problem. For example, in comic example 1, where the Team Crew character provides a solution to the problem experienced by the Racer. The solution provided by the Team Crew is a useless solution if done in the context of racing.

3.2.1.3 Situation

The situation presented in the verbal humor of online comics is *ukik_rm* a situation that is close to the reader. The situations presented are situations that are based on everyday life and that are felt directly by readers or the people of Indonesia.

As in the example of comic 1 which has a "race" situation based on the 2022 Lombok Series MotoGP motorcycle racing event. This can be proven by the problem faced by the racer, namely falling in the corner. This problem is a reference to the frequent fall of Marc Marquez riders in corners during practice sessions in the 2022 MotoGP Lombok Series, besides that the attribute colors used by the riders and team crew are identical to one of the MotoGP teams. In the example of comic 2, the reader is presented with a situation that is very natural experienced by readers who are Indonesian people, namely the parking lot and facing the parking driver.

3.2.1.4 Target

Online comics *ukik_rm* often target their verbal humor to a group such as workers, fans of a football club, government or a profession. But sometimes the verbal humor of online comics *ukik_rm* targeted at an individual like the president. However, in the verbal humor of online comics *ukik_rm* the targeted individual is represented by another character but with more or less the same characteristics. As in one of the comics, verbal humor is meant to be targeted at President Jokowi. But in this verbal humor, President Jokowi is represented by the character Naruto. Penulis menganggap tokoh Naruto memiliki karakteristik yang sama dengan Presiden Jokowi. The similarity is found in the positions of the two who are heads of state, have children, and are the seventh leaders of their respective countries.

3.2.1.5 Narrative strategy

Verbal humor in online comics *ukik_rm* consistently delivered in a strip comic format. Where verbal humor is delivered in a short comic with 4 panels. So that the entire narrative strategy in the verbal humor of online comics *ukik_rm* is a strip comic. With the delivery of verbal humor in strip comic format, verbal humor in online comics *ukik_rm* feel short but dense and has no continuing story. This can be strengthened by the opinion of Trimo (1997) who said that strip comics are comic formats consisting of 3 to 6 panels that are usually published in newspapers or magazines (and also the internet) and have a short story.

3.2.1.6 Language

Consistently, verbal humor in online comics *ukik_rm* delivered with set up and punch line techniques. With this technique, the direction of verbal humor in online comics *ukik_rm* difficult for readers to guess. This happens because at the beginning of the comic the reader will be given an assumption (set up) and soon the assumption is broken at the end of the comic (punch line). The technique fits perfectly with the verbal humor style and format of *ukik_rm* short and concise online comics.

3.2.1.7 Types of Verbal Humor Not in Online Comics *ukik_rm*

Riddle, limerick, parody, anecdote, tall tale, and wit are types of verbal humor not found in *ukik_rm* online comics. There are several factors that cause these types of verbal humor not found in *ukik_rm* online comics. Riddle-type verbal humor does not fit into strip comic formats

like online comics *ukik_rm*. This is because riddle is a type of verbal humor in the form of questions or quiz that require direct interaction between the humor speaker and the listener. Such a thing cannot be brought into a strip comic format.

This type of verbal humor of limericks cannot be presented in strip comic format because limericks are humor in the form of poetry. So, limericks are more suitable to be read or hummed by someone directly or with audio formats such as voice recordings or music. Parody verbal humor is absent from *ukik_rm* online comics. This is felt so that online comics *ukik_rm* not be considered as comics that imitate and give the impression that online comics *ukik_rm* have original or original ideas in their verbal humor.

This type of anecdote humor is not found in *ukik_rm* online comics. The reason for this is the same as the reason why parody verbal humor does not exist. Anecdote requires a situation that has occurred before based on real or fictitious events so that there is an element of imitation in it and this is not done by online comics *ukik_rm* in order to give the impression that online comics *ukik_rm* have original or original ideas in their verbal humor. The type of verbal humor of tall tale is considered incompatible with online comics *ukik_rm* because tall tale is verbal humor which is a story that has a long plot while online comics *ukik_rm* in the format of strip comics that have the characteristics of a short story and do not have a follow-up story in other comics. Wit is verbal humor that causes humor that seems intellectual through the use of sharp words (serious) which results in a change in the reader's perception from one topic to another. For verbal humor with comic word games, *ukik_rm* tend to often use pun type of verbal humor. This is considered an effort so that readers do not need to worry about the meaning of words that seem serious or intellectual.

IV. CONCLUSION

All verbal humor in the 14 *ukik_rm* online comics studied have knowledge resources that build humor in each comic title. In addition to the language factor, namely knowledge resources, images or illustrations also have an important role in conveying verbal humor in comics. Images illustrate scenes that support the humor of the verbal humor of the comic, so that the reader can understand the intent of the verbal humor in the comic.

A total of 6 types of Shade verbal humor are found in *ukik_rm* online comics. The six types of

verbal humor found in ukik_rm online comics are: Pun, Joke, Satire, Farce, Irony, and Sarcasm. The satire type is the most used type of verbal humor with a total of 4 comics while the farce and irony types are the least used types of verbal humor with a total of 1 comic each.

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