

ABSTRACT

This thesis examines pragmatic, linguistic, and stereotypical aspects of Arab society through western humor "The Hilarious Guide to Great Bad Taste Arab Jokes: by Mike Callie Humor in this book is an ethnic humor that tends to contain racism against Arab society. The humorous content in it is quite controversial because it carries xenophobia and Islamophobia. The humorous discourse in this book is interesting because it provides a view of Arab society in the frame of a Western lens.

The pragmatic aspect found in this study is the deviation of the principle of cooperation and the principle of politeness which is used as an effort to bring up humorous situations in monologues or dialogues. Violations of maxims include maxims of cooperation principles in the form of deviations from quality maxims, quantity maxims, relevance maxims, and method or implementation maxims. Deviations from the principle of civility include violations of the maxim of wisdom, the maxim of appreciation, the maxim of acceptance, the maxim of humility, the maxim of approval and the maxim of sympathy.

In addition to pragmatic aspects, Arabic Jokes' humorous discourse also uses linguistic aspects. The findings of linguistic aspects in humorous discourse include phonological aspects in the form of sound substitution. Aspects of morphology include abbreviation, compound words, and eponyms. Semantic aspects include homonym, homophones, and polysemy. The relationship between positions is analogous and implicature. Also found are styles of language including irony, satire, sarcasm, metaphor and hyperbole. In addition, repetition, language taboos, names, existing personas and question sentences complete the linguistic aspect of Arabic Jokes humorous discourse.

The results of the Arab community's exploration of humorous discourse utilize Language Distortion Script in the form of images of cunningness, deceitfulness, and dumbness of Arab society. Arab stereotypes are classified into two themes: profession and character.

Keywords: ethnic humor, Arabic humor, stereotypes, discourse, pragmatic.



INTISARI

Tesis ini mengkaji aspek pragmatik, kebahasaan, dan stereotipe masyarakat Arab melalui humor barat “*The Hilarious Guide to Great Bad Taste Arab Jokes*: karya Mike Callie. Humor dalam buku ini merupakan humor etnik yang cenderung mengandung rasisme terhadap masyarakat Arab. Konten-konten humor di dalamnya cukup kontroversial karena mengusung *xenophobia* dan *Islamophobia*. Wacana humor pada buku ini menarik diteliti karena memberikan pandangan masyarakat Arab dalam bingkai kacamata orang Barat.

Adapun aspek pragmatik yang ditemukan pada penelitian ini adalah adanya penyimpangan prinsip kerjasama dan prinsip kesantunan yang dimanfaatkan sebagai upaya untuk memunculkan situasi humor dalam monolog atau dialog. Pelanggaran maksim meliputi maksim prinsip kerjasama berupa penyimpangan maksim kualitas, p maksim kuantitas, maksim relevansi, dan maksim cara atau pelaksanaan. Penyimpangan prinsip kesantunan meliputi pelanggaran maksim kebijaksanaan, maksim penghargaan, maksim penerimaan, maksim kerendahan hati, maksim kesetujuan dan maksim kesimpatian.

Selain aspek pragmatik, wacana humor Arab Jokes juga memanfaatkan aspek linguistik. Temuan aspek kebahasaan dalam wacana humor ini meliputi aspek fonologi berupa substitusi bunyi. Aspek morfologi meliputi abreviasi, kata majemuk, dan eponim. Aspek semantik meliputi homonimi, homofon, dan polisemi. Pertalian antar posisi berupa analogi dan implikatur. Ditemukan juga gaya bahasa meliputi ironi, satire, sarkasme, metafora dan hiperbola. Selain itu, repetisi, tabu bahasa, nama, dieksis persona dan kalimat tanya melengkapi unsur aspek kebahasaan dalam wacana humor *Arab Jokes*.

Hasil ekplorasi setereotip masyarakat Arab dari wacana humor ini memanfaatkan *Language Distortion Script* berupa citra kelicikan (*Cunningness*), kecerdikan (*deceitfulness*), dan kebodohan (*dumbness*) masyarakat Arab. Stereotipe masyarakat Arab diklasifikasikan ke dalam dua tema, yaitu profesi dan karakter.

Kata Kunci: humor etnik, humor Arab, stereotipe, wacana, pragmatic.