

# Gender Style of Humor at Coffee Shop

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## ABSTRACT

The aim of this study is deal with gender style of humor at coffee shop. The objectives of the study were to find out the types of humor style occurred at different gender at coffee shop. This research conducted by the qualitative research with cross sectional research design. The data sources of this research were 11 people and divided into 3 categories. Three people were students of SMA Negeri 1 Lubuk Pakam consisted of feminine and feminine, and the data were taken at Post 2 Cafe. And 3 people from students of SMA Negeri 1 Lubuk Pakam consisted of masculine and masculine, the data were taken at Post 2 Cafe. And another 5 people were students of SMA Nusantara Lubuk Pakam consisted of masculine and feminine, and the data were taken at Bangsal Cafe. The data of this research were phrases which consisted of gender style of humor at coffee shop which were collected by using audio recorder and some list of questions that would be interviewed to the source of data. Then, the data were analyzed by using interactive model of Miles, Huberman, and Saldana. The result of this research is the types of humor style found in feminine and feminine conversation occurred at coffee shop were affiliative, aggressive, and self-defeating. Feminine were dominantly used aggressive style when they were talking humorously with their fellow females. It could be happened because each individual tends to have a notion of vertical individualism. Then, the types of humor styles found in masculine and masculine conversation occurred at coffee shop were aggressive, affiliative, self-defeating, and self-enhancing. Masculine were dominantly used affiliative humor style when they were talking with their male friends. It could be happened because each individual tends to have a notion of horizontal individualism. And the types of humor style found in feminine and masculine conversation occurred at coffee shop were affiliative, aggressive, self-enhancing and self-defeating.

**Keywords:** *Humor Style, Gender.*

## 1. INTRODUCTION

Talking about gender identities, it connects with gender styles. Each gender is estimated having their own style on showing their identity. Humor could be applied either in meeting (formal context) or small talk (informal context), because it is utilized in daily conversation [1]. In daily talk at coffee shop, people interact and speak between feminine and masculine. So, in the interaction, it formulates gender styles. The styles can be appeared when feminine and masculine humorously talk each other. In this study, it analyzes whether feminine and masculine relevantly talk with their gender styles or not. It will be organized in feminine + feminine, masculine + masculine, and masculine + feminine.

Masculines are famous for their aggressive attitude while feminines are famous for their non-aggressive, empathy and accepting attitudes [2]. Feminines are also said more polite than masculines, not only to masculines, feminines also proved to be more polite to their fellow feminines friends. Feminines are synonymous with gossip or personal conversation, whereas masculine are synonymous with scientific talks [3]. Gender differences can certainly affect the way someone interacts, including humor style. Feminine and masculine differs in expressing and responding to humor. Generally, masculines consider themselves to be funnier than feminines because masculines have a higher likelihood of joking [4].

The result of the study above revealed that masculines tend to ridicule and criticize someone to

make people around them laugh, while feminines are known to be more polite and more empathy in terms of responding to someone's conversation [2]. This statement is in line with what was stated by one of the psychology student of UIN Malang when he was interviewed. He stated that he often received ridicule and criticizes when hanging out with his masculine friends, but it was very different when he got together with his feminine friends who were gentler and sensitive to someone's feeling (interviewed, April, 14<sup>th</sup> 2016). But, in this case, the researcher finds the contradiction among the theory and the fact that were got from the field.

## 2. REVIEW OF LITERATURE

Happiness is the desire of every single person. All the goals of one's life would want to end happily. One's happiness cannot be seen from the source of its happiness, because every person is different in interpreting their happiness. One's happiness can be seen from their behavior. The behavior of someone who is happy is usually synonymous with the behavior of smiles and laughter.

Gomes stated that humor can cause a laugh reflex. Interacting with other people usually results in laughter behavior. Social interaction can occur if between two individuals or groups have social contact and communication [5]. In social life, of course we cannot always interact with someone of the same gender. Sometimes, in social life requires us to interact with someone of the opposite gender with us. The difference in gender can certainly affect the way someone interacts, including one's humor style. Feminines are identical with gossip or personal conversations, while masculines are more identical with scientific discussions [6]. This statement is supported by those who reveal that feminine and masculine differ in expressing and responding to humor [3].

Talking about gender style of humor, it is classified four styles of humor, namely; aggressive style, self-defeating style, self-enhancing style, and affiliative style [7]. It is classified into two, namely maladaptive (aggressive and self-defeating styles) and adaptive (self-enhancing and affiliative style) [7]. Each style will be explained in summary as follows:

### 1. Maladaptive Style

#### a. Aggressive Style

Aggressive humor style is style of humor when people contribute material which tends to mock, ridicule and belittling others who aim at criticizing others or to make them fun by disparaging manner, they attack other people for making an object of laughter or jokes [7].

The example is humor shows on television stations played by Komeng in Wara-Wiri or Iseng Banget event. In make a humor, Komeng tends to mock and criticize other people to make people around him laughed at. Sometimes the person who is the object of laughter does not accept, but this is precisely what make viewer laugh.

#### b. Self-Defeating Style

Self-Defeating Humor is a humor style in which individuals don't regard their own needs. Individuals constantly bashing and denigrating themselves in a humorous way, denying their true feelings, pretending to be happy in order to make others also fall into this category [8].

Self-defeating humor refers to an individual's attempts to make others laugh at the expense of the self [7]. It can be concluded that self-defeating humor is humor when people bringing down her/himself to make other people around them laugh by telling them their own embarrassing events or experiences.

## 2. Adaptive Style

### a. Self Enhancing Humor

Self-Enhancing Humor is encompasses personal aspects of humor and refers to a humor style that individuals use to cope with stress, change their perspective about problems or minimizing negative emotions [8].

It can be concluded that self-enhancing humor is humor that tends to maintain a funny view of life that aims as a coping mechanism. This is being able to laugh at yourself, such as making a joke when something bad has happened to you. Trying to find the humor in everyday situation. And making yourself the target of the humor in a good natured way. It is related to healthy coping stress.

### b. Affiliative Style

Affiliative humor is a tendency to say funny things and to make jokes to facilitate social interaction through the amusement of others [7]. It can be concluded that affiliative humor is humor that tends to tell funny things, riddles or jokes which aim to strengthen relationship with others.

## 3. RESEARCH METHOD

This study is conducted by using descriptive qualitative research design. This research is intended to investigate the types of gender style of humor at coffee shop. The data of this study were phrases which consist of gender style of humor at coffee shop. The writer took the data from 11 people. Five people were students of

SMA Nusantara Lubuk Pakam, 3 people were students of SMA Negeri 1 Lubuk Pakam, and another 3 people also from students of SMA Negeri 1 Lubuk Pakam. These 11 people were classified into 3 parts. Five people consisted of masculine + feminine, 3 people consisted of feminine + feminine, and 3 people consisted of masculine + masculine.

This research was taken in 2 cafes in Lubuk Pakam (Post 2 cafe and Bangsal cafe). Post 2 cafe belongs to indian cafe. Meanwhile, Bangsal cafe belongs to aceh cafe. These cafes were chosen because the writer found a lot of data of humorously interaction in customers' conversation.

**4. RESULTS**

In analyzing the data, the researcher followed three steps of data analysis, which is focused on the process of selecting, focusing, abstracting, simplifying and transforming data, data display which is referred to the ways to recognize the information that permits conclusion drawing, and drawing conclusion which is the analysis should be allowed to begin to develop conclusions regarding the study [9].

Humor is classified into four types, namely; aggressive style, self-defeating style, self-enhancing style, and affiliative style. It is classified into two, namely maladaptive (aggressive and self-defeating styles) and adaptive (self-enhancing and affiliative style) [7].

The results revealed that, the type of humor style took place in feminine + feminine, masculine + masculine, masculine + feminine's conversation were different. The types of humor style in feminine +

feminine's conversation that occurred at coffee shop were: 1) Affiliative, 2) Aggressive, and 3) Self-defeating.

Feminine were dominantly used aggressive humor style when they were talking humorously each other with their fellow females. It could be happened because each individual tends to have a notion of vertical individualism. Individuals who tend to have a notion of vertical individualism, they would use humor aggressively. Individuals who have a high level of vertical individualism are individuals who are independent and autonomous but also competitive and try to be the best, unique and different from others and try to get a high status position from others.

Meanwhile, the types of humor style in masculine + masculine's conversation that occurred at coffee shop were: 1) Affiliative, 2) Self-enhancing, 3) Aggressive, and 4) Self-defeating. Masculine were dominantly used affiliative humor style when they were talking humorously each other with their fellow masculine. It could be happened because each individual tends to have a notion of horizontal individualism. Individuals who tend to have a notion of horizontal individualism, they would use humor affiliatively. They created humor while respecting others. They tended to tell funny things, riddles or jokes which aimed to strengthen good relationship with others. Individuals who have a high level of horizontal individualism are individuals who want to be unique and different from the group they belong to. Although they desire an independence and personal uniqueness, they are not interested in competing and have a higher status than other group members.

**Table 1.** Types of Humor Style

No	Subject	Gender	Humor Style			
			Affiliative	Self-enhancing	Aggressive	Self-defeating
Percentages (%)						
1	ES	Feminine	5.3	0	26.3	15.8
	R	Feminine	0	0	36.8	0
	BS	Feminine	0	0	5.3	10.5
<b>Total :</b>			<b>5.3</b>	<b>0</b>	<b>68.4</b>	<b>26.3</b>
2	AI	Masculine	17.6	5.9	11.8	5.9
	CAN	Masculine	17.6	0	5.9	0
	KD	Masculine	23.5	0	11.8	0
<b>Total :</b>			<b>58.7</b>	<b>5.9</b>	<b>29.5</b>	<b>5.9</b>
3	KAW	Masculine	11.1	0	14.8	3.7
	JPS	Masculine	11.1	3.7	0	0
	NO	Masculine	7.5	0	3.7	0
	ZA	Feminine	0	0	18.5	0
	AF	Feminine	3.7	0	18.5	3.7
<b>Total :</b>			<b>33.4</b>	<b>3.7</b>	<b>55.5</b>	<b>7.4</b>

And the last, the types of humor style in masculine + feminine's conversation that occurred at coffee shop were: 1) Affiliative, 2) Self-enhancing, 3) Aggressive, and 4) Self-defeating. It was found that aggressive humor style was more dominantly used by them. It could be happened because each individual tends to have a notion of vertical individualism. Individuals who tend to have a notion of vertical individualism, they would use humor aggressively. Individuals who have a

high level of vertical individualism are individuals who are independent and autonomous but also competitive and try to be the best, unique and different from others and try to get a high status position from others.

**5. DISCUSSION**

Humor style is the difference in the way individuals use humor in life. People of all ages and backgrounds are involved in humor, but the way they use it can vary

greatly. Although humor styles can vary slightly depending on the situation, they tend to be relatively stable personality characteristics among individuals. Humor style is divided into four styles of humor, namely; aggressive style, self-defeating style, self-enhancing style, and affiliative style [7].

Dealing with the theory, this study found the type of humor style in feminine + feminine, masculine + masculine and masculine + feminine' conversation at coffee shop. The types of humor style in feminine + feminine' conversation that occurred at coffee shop was: 1) Affiliative, 2) Aggressive, and 3) Self-defeating. Feminine were dominantly used aggressive humor style when they were talking humorously each other with their fellow females. Meanwhile, the types of humor style in masculine + masculine' conversation that occurred at coffee shop were: 1) Affiliative, 2) Self-enhancing, 3) Aggressive, and 4) Self-defeating. Masculine were dominantly used affiliative humor style when they were talking humorously each other with their fellow masculine. And the last, the types of humor style in masculine + feminine' conversation that occurred at coffee shop were: 1) Affiliative, 2) Aggressive, 3) Self-defeating, and 4). Self-enhancing.

This finding of this study contradicted with the theory who found that feminine were famous with their non-aggressive, empathy, and accepting attitudes [2]. Meanwhile, masculine were famous with their aggressive attitude, tend to ridicule and criticize someone to make people around them laugh. Feminine were also said more polite than masculine, and even said more polite to their fellow females. Feminine were synonymous with gossip or personal conversation, meanwhile masculine were famous with scientific talk such as sex.

From the data elaborated above, the researcher found that feminine + feminine preferred talking about sex to discussing another topic. And it was proved that feminine + feminine talked more aggressive. They would prefer mocking or satirizing another people to be the target of laughter. Meanwhile, masculine + masculine prefer creating humor without hurting anyone's feeling to creating humor by mocking or satirizing someone. Masculine + masculine were proved talking and responding more polite and amusing others by making a healthy jokes and a pun. In this case, we could see that masculine + masculine did not talk with masculine style and feminine did not talk with feminine style when they were interacting each other.

And this finding of this study is not supported by Wu who found that males tend to prefer unfriendly humor. He found that males prefer to use aggressive and self-enhancing humor, whereas females have more empathy; the perspective-taking and emphatic concern are positively correlated to positive humor style but are negatively correlated to negative humor styles. Meanwhile, this study found that masculine are more polite and prefer to create humor without hurting

anyone's feeling and feminine prefer to create aggressive humor.

## AUTHORS' CONTRIBUTION

In line with the conclusions, the suggestions are offered as follows:

1. Dealing with the humor style of feminine + feminine' conversation, masculine + masculine' conversation, and masculine + feminine' conversation found at coffee shop (informal setting), it is highly suggested to the further investigator or reader to make a research in formal situation such as education, work place, or meeting to see whether humor would be produced in different style or not.
2. Referring to the sources of data used in this research, it showed that this research was hold in two cafes belongs to Indian and Aceh, so it is suggested to the further investigator to find out the data in a café belongs to Batak, Minang or Chinese.
3. It was reported that the factors affecting the humor style were three factors. It is suggested to the further researcher to use more variant theories to see the realization of the humor style itself.

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