



The Function of Implicatures in Instagram Social Media Humor Discourse and Its Implementation as Anecdotal Text Teaching Materials

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Abstract. The objectives of this study are (1) to analyze the function and intent of the implicature in humorous discourse on social media Instagram @ngakak.tipe.hari. And (2) to describe its implementation as anecdotal text teaching materials. This is descriptive qualitative research, data is collected through observation, recording and documentation. The data was analyzed using pragmalinguistic technique. Data validity testing uses theoretical triangulation. The results of this study are the function of implicature, which are 7 assertive utterances, 4 directive utterances, 4 declarative utterances, and 5 expressive utterances. The results of this study were implemented as anecdotal text teaching materials for class X phase E of the independent learning curriculum. The learning achievement (CP) is “students evaluate, create information in the form of ideas, thoughts, feelings, views, directions or accurate messages from listening to various anecdotal texts in the form of monologues, dialogues and speech titles”. Learning objectives (TP) are listening to anecdotal texts so that they can evaluate the ideas and messages to be conveyed in monologue texts and be able to explain the content and structure of anecdotal texts.

Keywords: implicature · humorous discourse and anecdotal text

1 Introduction

Today's social media is not a new thing in the life of Indonesian. The use of social media is a sign of keeping up with times. One of the social media that has many users is Instagram. This social media displays many features that can be used by users. The rapid development of technology has made space and time distances no longer difficult for individuals to communicate. Information technology makes it easier for humans to absorb information from various sources [1]. Social media character provides flexibility in carrying out opinions and is easy to produce and circulate and massively contributes to accelerating the discursive process [2]. In communicating, language is used to carry intent. In social media, language is used as a means of expressing an idea [3]. The

presence of the internet and social media makes it easier for users to get information and entertainment from all over the world without being limited by time and distance [4]. Information can be obtained through utterances, either through explicit or implied messages or implicatures.

Implicature can be interpreted as the hidden meaning of a speech, which is not said clearly by the speech partner. Implicature in conversation is formed from a combination of language and situations [5]. Implicature in pragmatics is one very important idea. Implicature is the relationship between the meaning of an utterance that is not expressed literally in that utterance. Implicature is the implied meaning or intent of speech that is conveyed indirectly from an utterance [6]. Implicature is a process of interpreting meaning based on situation and context. Implicature can be said to be implied [7]. The implicature function includes assertive functions, such as stating, informing, reporting. The directive function is advising, commanding, asking. The expressive function is thanking, satirizing, mocking. The declarative function is to declare or state something.

One of the languages in Instagram social media that can attract attention is humorous discourse or more commonly referred to as memes. Humorous discourse is a type of discourse that contains humor or funny stories that are packaged properly and can be in the form of oral or written [8]. The existence of humorous discourse is widespread on Instagram social media with the aim of entertaining readers or netizens. In humor, it cannot be separated from the implicature that builds it. One of the Instagram social media accounts that contains humorous discourse is @ngakak.tipe.hari. This account contains various humorous discourses as entertainment. The theme raised is interesting according to the news and phenomena that are happening. Discourse of humor in pragmatics can be understood as a form of language that deviates from the rules of language and from the principles of conversation. Humor starts from stimulation and jokes through language using certain methods [9].

The content of implicatures in humorous discourse, besides aiming to entertain, can be implemented as teaching material for anecdote texts which are subject material for class X Indonesian. Anecdotal texts are short story texts that are interesting because they are funny and impressive [10]. The existence of anecdotal texts in Indonesia is often intended to satirize and criticize state and government officials. In general, anecdotal texts can be reflections that have a religious nature. An anecdote text is a short and humorous story text that serves to convey criticism with humorous satire about events involving many people or the behavior of characters [11].

There are various studies relevant to the implicature function conducted by previous researchers [12–14]. The similarity is in examining the function of implicatures. The difference is that previous researches analyze drama, YouTube, and high school textbooks, while this study examines humorous discourse on Instagram accounts and their implementation as anecdotal text teaching materials.

Several other researchers have also examined implicature and humorous discourse [15–30]. The similarity is in the implicatures of humorous discourse examination. The difference is this research focuses on examining the function and intent of implicatures in Instagram social media accounts which are implemented in learning anecdotal texts, whereas previous studies were not implemented in Indonesian learning.

Relevant research on humorous implicatures and their implementation as anecdotal text teaching materials was conducted by Setyorini [31]. The similarity with this research is that both examine humorous implicatures in Instagram social media and their implementation in anecdotal text teaching materials. The difference is, the research data source is in the form of humorous discourse on Instagram social media, while the previous research focused on describing the implicatures of meme discourse.

Based on the background above, this study examines the forms and functions of implicatures in humorous discourse and their implementation as teaching materials for anecdotal texts. The problems in this research are: 1) what is the function and objective of the implicature in humorous discourse on Instagram social media @ngakak.tiap.hari?. 2) how is the implementation of anecdotal text teaching materials?

2 Method

This is qualitative research with a pragmatic approach. Descriptive research is a method that is side by side with a qualitative, simple approach, and uses an inductive path [32]. The research subjects are social media users or netizens who upload humorous discourse on that account. The data in this study are humorous utterances that contain implicatures. The data collection was carried out by observing, recording and documenting. The data was analyzed using pragmatolinguistic technique. This analysis technique is carried out by describing the implied message contained in the social media account using pragmatic aspects. The technique for testing the validity of the data in this study uses theoretical triangulation, in which the data is tested for validity pragmatically.

3 Result and Discussion

3.1 Functions and Meanings of Implicatures in Instagram Humor Discourse Account @ngakak.setiap.hari

Based on the results, four implicature functions were found in the Instagram humor discourse studied. The functions found are assertive, directive, declarative and expressive.

3.1.1 Assertive Function

The assertive function is a function that contains informing (memberitahu), reporting (mengabarkan), and conveying (Menyampaikan) something as it is to the speech partner. In this assertive function, the speaker tries to adjust the words spoken along with their faiths or beliefs [33].

- (1) **“Aku abis liat anak kecil pacaran panggil mama papa”**
(I’ve seen little kid dating, referring themselves as mama papa)

Data (1) has an assertive function to inform speech partner that the author does not like young children who are dating. The assertive function notifies data (1) not to be followed up by the speech partner. It is supported by the image of a person vomiting something from his mouth. The meaning of the speech implicature is that the speaker does not want

to accept the way of young children interaction with the opposite sex that resembles husband and wife, referring to mama and papa.

- (2) “asal adek2 tau *yg ngk ikut pramuka 3 kali bakal tinggal kelas*”

(Just so you know that *those who don't join the Scouts 3 times will stay in class*)

Data (2) has an assertive function to inform the speech partner to be followed up which is to regularly participate in scout activities, as evidenced by the speech. This is supported by the image of a cartoon character wearing a scout hat. The meaning of the speech implicature is that students should take part in scout activities regularly.

- (3) “*Ramadhan Sudah Mendekati* Sucikan Hati Bersihkan Galeri”

(*Ramadhan is approaching*, clean the heart, clean the gallery)

Data (3) has an assertive function, which is informing the speech partners to follow up with preparatory activities because Ramadhan is approaching. This is supported by the images of small children wearing Muslim clothes and praying cap. The meaning of the implicature of the speech is so that the speech partners focus on carrying out the Ramadhan worship by doing good and avoiding all bad things.

- (4) “niatnya mau nonton balapan *yang viral malah pawang hujan*”

(the intention was to watch the race, *the viral one is rain handler*)

Data (4) has an assertive function, which is conveying news that is currently viral in motor racing. It is supported by the image of a rain handler trying to stop the rain in the middle of a motorbike racing arena. The purpose of the implicature utterance is to express the existence of a rain handler who is famous for being able to stop the rain during motorbike race so that the audience can watch the race.

- (1) “*aku umur 6 tahun membeli ayam warna-warni*”

“ayam: sepertinya hidupku tidak lama lagi”

(*I was 6 years old bought a colored chicken*)

Data (6) has an assertive function to convey to the speech partner that a small child buys a colorful chicken. The assertive function in data (6) is not to be followed up by the speech partner. This is supported by the presence green chick's image. The meaning of the speech implicature is a small child who likes colorful chickens. Chickens are not born green, but because they are for children, they can be colored green.

The assertive implicature function in the previous speech and other utterances analyzed is: (1) the implicature function of conveying not to be followed up by the speech partner is contained in speech (4 utterances), (2) the implicature function of informing the speech partner to be followed up is contained in speech (2 speech). There is a difference between conveying and informing functions. The function of conveying is giving news to the hearer about an event experienced by the speaker. The function of informing is delivering the hearer about a news or information obtained by the speaker.

The meaning of the implicature contained in the utterance that has assertive function: (1) the ways of socializing young children that resemble adults, (2) participating in scout activities regularly, (3) focusing on fasting, (4) the rain handler who is famous for being able to stop rain, (5) liking Naruto movies, (6) small children who like colorful chickens, and (7) don't switch sandals in mosque.

The findings of this study are in line with research conducted by Sulfiana and C. N. Irma [34]. The research is both examining the functions of implicatures in the form of assertive, directive, and expressive. The difference is the data source, this research originates from Instagram social media and has an assertive function in the form of conveying and informing the speech partner to be followed up and not to be followed up.

3.1.2 Fungsi Direktif

The directive function is a speech to command, request, ask the speech partner to do something. The directive function is intended by the speaker for speech partner to act or do according to what is stated in his speech. The directive function intended by the speaker is for the speech partner to perform an action desired by the speaker [35].

- (2) “lo ketika bocil dapat THR hari raya” “emak: **sini mama simpan uangnya**”
 “When you were a child, you got holiday allowance” “mother: **here let mama keep the money**”

Data (5) has a directive function which is ordering his son to give the money to his mother. The assertive function in data (5) is to be followed up by the speech partner. This is supported by the image of a cartoon with a flat face. The meaning of the implicature is that a mother with good intentions saves her child's money.

- (3) “**Kamu mau nggak jadi pacarku**, biar bisa bangunin aku pas sahur”
 “**Do you want to be my girlfriend**, so you can wake me up at dawn for morning breakfast”

Data (6) has a directive function which is asking to be his lover, this directive function is to be followed up by the speech partner. This is supported by the image of a man who is widely smiling. The purpose of the humorous discourse in the implicature above is that the speaker asks the speech partner to be his lover, but the lover is not someone he loves. So, the speaker is only looking for someone to wake him up at dawn.

Directive function analysis of the data shows command and request functions. All of these directive functions aim to be followed up by the speech partner. There is a difference between commanding and requesting. Commanding is an act of ordering another person to do something desired by the speaker and must be followed up by the speech partner. While requesting is an act to be given something by the speech partner based on the wish or willingness of the speaker. Commanding in the utterances means: (1) a mother asks her child to hand over the money and (2) a demon who tempts humans. The meaning of requesting is asking someone to be his lover and asking not to eat food.

The findings of this study are in line with research [12] which found that there are 18 assertive implicature functions, 13 directive implicature functions, 14 commissive implicature functions, and 29 expressive implicature functions. The similarity with this research is that they both study implicatures, while the difference lies in the source of data which taken from Instagram social media in the form of humorous discourse that contains implicatures.

3.1.3 Declarative Function

The declarative function is the function of speech to declare or state something that is done with the intention of creating something new, such as prohibiting, deciding, stating and others [36].

- (4) **“ketika lo kebetul pengen nikah muda**, foto depan rumah lu setelah 3 bulan menikah”
“When you want to get married early, take a photo of your house after 3 months of marriage”

Data (7) is a declarative function, stating the condition after a person wishes to marry early and this declarative function is not to be followed up. This is supported by a picture of pop ice beverage sellers lined up in front of the house. The intention of the humorous discourse in the implicature above is to state the difficulties to fulfill daily needs when making decisions to marry early, so someone has to sell beverage in front of his/her house.

- (5) “Nanyain arah jalan ke orang, nanyain arah jalan ke google map”
 “ask people for directions, (don’t) ask Google map”

Data (8) is a declarative function which states that when travelling, asking people for directions is easier than looking at Google Maps. This declarative function is not to be followed up by the speech partner. It is supported by the two images of straight and winding roads. The intention of this humorous discourse contains the meaning of implicature, that there is a noticeable difference when asking people for direction and referring to Google Maps. It’s easier to ask people instead of following Google Maps.

The declarative speeches of the data above have the function of declaring something and not to be followed up. Stating is explaining or showing opinions and what the speaker feels. The meanings in those speeches are different, which are stating economic difficulties after marriage, noticeable differences when asking people for directions and following Google Maps, the condition of abandoned road construction, and maintaining order and security when watching football matches

The findings of this study are in line with previous research [13] which examines implicatures in Batak jokes. The similarity is on the discussion of the function of implicatures in the form of humor. The difference is that Wahyuni, Sinaga and Charlina focus on the implicature of Batak jokes which study conversation language while this study discusses the implicatures in Instagram social media which are categorized by function.

3.1.4 Expressive Function

Expressive function contains expressions such as sympathy, sadness, gratitude, anger, satire and others. Expressive function describes a psychological statement and can praise, say thank you, apologize, happiness or pleasure, and complain [37].

- (6) “kita yang tanam orang lain yg menikmati”

Data (9) is an expressive function which implies the mango trees planted are enjoyed by other people. This is supported by a picture of a mango tree that bears heavy fruit and bends down to the neighbor’s fence. The meaning of the humorous discourse in these

implicatures is that someone who insinuates a neighbor because he cannot enjoy the fruit of his own plant.

- (7) “Gimana mau punya temen kalau **pertemanan aja mandang fisik**”
 “How can someone have friends if **friendship is only physical**”

Data (10) is an expressive function indicating sadness because friendship is only looking at the physical traits, the expressive function of data (16) is not to be followed up by speech partners. This is supported by the image of a man wearing a hat with a sad facial expression. The intention of the humorous discourse is that friendship only considering outward appearances.

The analyzed data has expressive function: (1) sadness in speech (2) satire, (3) describes the state of mood, and (4) expression experienced by speech partner. Sadness is a feeling of sadness experienced by someone for a certain reason. While satire is to criticize or ridicule someone indirectly.

The meaning contained in the analyzed utterances: (1) someone satirize a neighbor because they cannot enjoy the fruit, (2) being sad and (3) satirize something experienced by someone.

The findings of this study are in line with previous research conducted by Seti-aji and Mursalin (2019) which studied Covid-19 recommendations topics. Meanwhile, this research comes with a novelty of examining the Instagram social media account @ngakak.each.hari. Functions and intentions are categorized into four which are assertive, directive, declarative, and expressive.

3.2 Implementation as Anecdotal Texts Teaching Materials for Independent Learning Curriculum

The results of this study can be implemented as teaching materials for high school anecdotes and equivalent texts in class X phase E. The implicature in humorous discourse that contains jokes and satire has implicit meaning. Humorous discourse has the same characteristics and merits as anecdotal texts. In learning, students look for implied information in anecdotal texts that were previously provided with the findings of speech implicature found in the results of this study. The results of this study became part of the teaching materials. The results of this study indicate that there are several functions in the implicature of humorous discourse, which are assertive, directive, declarative and expressive functions. This material is in accordance with the independent learning curriculum, especially the writing element. Anecdotal text material elements of listening to anecdotal texts with learning outcomes (CP) of students evaluate, create information in the form of ideas, thoughts, feelings, views, directions or accurate messages from listening to various anecdotal texts in the form of monologues, dialogues and speech titles. Based on these learning achievements, learning objectives (TP) can be formulated as listening to anecdotal texts so that they can evaluate the ideas and messages to be conveyed in monologue texts, being able to explain the content and structure of anecdotal texts.

One of the characteristics of anecdote text learning materials is entertaining, but the main goal is to reveal deeper truths. In addition, anecdotal texts are a medium to deliver criticism, point of views and aspirations that are of positive value in society. This is

contained in the analyzed speech data, for example in data (15) "just because of 1 goal difference, life becomes worthless". This speech has the intention of maintaining order and security in watching a football match. The text also serves as material for criticism of what happened to the disorderly football fans while watching a soccer match in Malang. The text is in accordance with the characteristics of an anecdote text, which is to deliver criticism to society. The example is speech (12) "When you want to get married early, take a photo of your house after 3 months of marriage". In this text students are asked to evaluate the use of the word in the anecdote text, which is the word "lo" (you) or "lu" (you) which is not standard with the title "kamu" which is a standard word. In this way students look for topics, goals and elements of humor in anecdotal texts and conclude the meaning and messages implied in them. The meaning that has been found is connected with the values of life so that students are able to explore and reflect on the contents of the anecdotal text.

The learning method used is group discussion. Teachers need to prepare anecdotal text teaching materials and learning media in the form of power point displays that contain anecdotal texts and other material.

Learning flow starts with the teacher delivering the objectives and learning materials. Then, instruct students to form groups of 5 people. Each group observe the anecdotal text presented by the teacher through a power point display. After that, each group evaluates the use of words in the anecdotal text and writes down the implied meaning contained. Students in groups are discuss and evaluate the use of words and write the implied meaning in the anecdotal text. After the discussion is over, students present the results of their discussion in front of the class which will be assessed by other students and the teacher. Each group has the opportunity to present their work. After being given input and grades by other students and teachers, each group improved the results of their work. At the end of the lesson the teacher provides feedback and evaluation which will later become a reflection for students.

The findings of this study are in line with research conducted by previous researchers [29, 31] which study humorous discourse implemented in learning anecdotal texts. The difference is in the research focus; Previous studies examined the meaning and description of implicatures while this research focuses on examining the function and objective of the implicature contained in the humorous discourse of the Instagram social media account @ngakak. In the previous study, the research results were implemented in learning Indonesian in the 2013 curriculum, while in this study it was implemented in learning Indonesian in the Independent Learning curriculum.

In conclusion, the results of the analysis show that there are four implicature functions found in the Instagram social media account @ngakak.tiap.hari which are 7 assertive speech, 4 directive speech, 4 declarative speech and 5 expressive speech. The meaning found is the assertive implicature found is the dislike of a person with the social style of young children towards the opposite sex who resembles a husband and wife, the directive function includes stating economic difficulties after marriage, the most dominating expressive implicature meaning is sad and satirizes other people for what the speaker feels. Implementation in learning high school anecdotes and equivalent texts in class X phase E of the independent learning curriculum. Learning achievement students evaluate, create information in the form of ideas, thoughts, feelings, views, directions or

accurate messages from listening to various anecdotal texts in the form of monologues, dialogues and speech titles. In this learning achievement, a learning objective can be made such as listening to anecdotal texts so that students can evaluate the intended ideas and messages in monologue texts and can explain the content and structure of anecdotal texts using group discussion learning methods.

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