AN ANALYSIS OF FLOUTING MAXIM IN KEVIN HART STAND UP COMEDY

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ABSTRACT

This research will be discussed about how Kevin Hart as a Stand Up Comedian delivered his joke by flouting maxim, and this research will study and analyzes Kevin Hart's utterances while he performs, especially when he flouted the maxim and use floating strategies in flouting maxim. This thesis will use Joan Cutting's theory about the term of flouting maxim and strategies. The method of this research is a qualitative method that provides data related to data analysis. Documentation technique will be done through downloading the video, analysis, and writing method.

Keyword: flouting maxim, stand-up comedy, strategies, video

INTRODUCTION

Levinson (1983:3) says pragmatics is the study of those relations between language and context that is relevant to the writing of grammar. These days, there are many entertainment media to deliver comedy, such as in a Stand-up comedy form. Stand-up comedy has become the most popular media to provide comedy and humor through the internet and television. The definition of stand-up comedy itself is a person who has to tell a funny story or a joke in front of audiences while standing up, that is why it is called "Stand-up Comedy". It is usually held during a night dinner or a cafe, small bar, or just food court event. This makes stand-up comedy easier to reach yet dynamic and effective because we don't need a large stage or a massive event to start a show. When someone has made the communication by using the humor inside, at the moment we do not realize that we are laughing at the jokes. We usually laugh after hearing a joke in a statement, opinion, or comment about something.

What is about to discuss in this research is how the audience supposes to know and understand what is the humor implied in every utterance and how the speakers could make the audience understand what are they trying to deliver, cause in every occasion the speakers are intended to fail cooperative principle and in this research, we will also know that as a speaker, the comedian has some kind of formula and step when it performed so the audience will laugh. This research is studying flouted maxim and trying to find out the flouting maxim contained in humor that is used by Kevin Hart. The research is focused more on flouted maxim used by Kevin Hart, regarding how he usually presents an interesting conversation between people in his monolog show and it is delivered funnily. The study will refer to the data contained on Netflix is A Joke YouTube channel. Its channel is considered suitable as a source of data to be researched in this study because it continuously presents stand-up comedy videos from well-known American comics including Kevin Harts.

This topic of research is chosen by the researcher is because the researcher is interested in stand-up comedy itself. Stand-up comedy has grown so big and fast in entertain industry, the researcher found it unique and thinks that stand-up comedy is something new for the entertainment industry. The researcher commonly watched stand-up comedy and found how unique each comic deliberate their jokes to the audience. One of their unique ways is by floating the maxim.

Kevin Hart is chosen to be researched here because the researcher thinks that Kevin Hart already has a big name and everyone already knows about him. The researcher also found in the way Kevin Hart delivered his jokes, most of the time Kevin use conversational implicature. So the researcher decided that Kevin Hart is the right and suitable for this research as an object.

METHOD

To find out the answers to research questions, the researcher uses a qualitative research method to analyze the flouting maxim and the floating maxim strategy that is used in Kevin Hart's humor. A qualitative method is used by constructing reality and emphasizing the depth of meaning of the data, not the expansion of the data. As explained by Nassaji, qualitative research is more concerned with what rather than how or why something has happened (Nassaji, 2015).

FINDING AND DISCUSSION

The finding and discussion of the analysis are presented in this section. The information is presented in a form of words and utterances of Kevin Harts' performances in "Netflix is a Joke" show YouTube channel. These utterances from the source will be analyzed to find out the floating maxim that is used and then followed by determining the strategies is applied to make jokes. The researcher synchronized the theory and each data with flouting maxim and the strategy that is being used. The researcher uses Joan Cutting's theory regarding the flouting maxim and the strategies that are used in the data.

Table 1. Flouting Maxim Quantity

No	Flouting Maxim	Minutes
1	Them	05.52
2	Happens	03.07
3	It's a long story, she got hit by car, look boy I ain't got time to talk about that, I was driving, she was in the street, it was raining, legally I can't talk about it cause the case is still open	03.04

In this section, the researcher presents the finding of this research which include floating of maxim and strategies. The researcher found 26 data of flouting maxims from the video sources that were being analyzed. The data is analyzed floating maxim that used by Kevin Hart that applied on each type of floating maxim itself. The researcher found four types of floating maxims proposed by Joan Cutting (2002), which are floating maxim of quantity, the floating

maxim of quality, the floating maxim of relation, and the floating maxim of manner. This research is about how stand-up comedians build humor in their performance by flouting a maxim at each joke.

However, the researcher wants to disclaim at the beginning that every joke that is conveyed will not always be funny just based on floating of the maxim that used but also other influences such as comedian's voice intonation, facial expression, gesture, common knowledge in a particular area, and many others.

Table . Flouting Maxim

No	Flouting Maxim	Number
1	Flouting maxim of quantity	3
2	Flouting maxim of quality	10
3	Flouting maxim of relation	6
4	Flouting maxim of manner	5

CONCLUSION AND SUGGESTION

CONCLUSION

Based on finding and discussion in chapter IV it can be stated that the floating maxim can be one of the kind to deliver a joke by stand up comedy, there are 4 types of floating maxim and 8 strategies on each floating maxim used by Kevin Hart during his performance in "Netflix is a Joke" youtube channel. By finding and discussion in chapter IV, each floating maxim has its own respective but with the same purpose is to make people laugh. Kevin Hart is not always use floating maxim as his way to make a joke but it become one of his strategies that understand by his audience, so the floating maxim has become a strategy to deliver a joke toward the audience in stand-up comedy.

SUGGESTION

The researcher is aware that this research is still far from perfection and there are still many shortcomings in this research. Pragmatics study covers a wide field of theory, but the researcher only focused on the analysis of the floating maxim and strategies used by Kevin Hart. Therefore, the researcher suggests further research to expand the field of theory used, such as discussing observance maxim or any other part of non-observance maxim in

stand-up comedy. In addition, this study uses Joan Cutting's theory, for further researchers to be able to use theories by other experts so as they expand the repertoire of knowledge. The researcher is also only limited to one source, namely the youtube channel "Netflix is a Joke", so that future researchers can expand the field of sources to get more varied data.

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