

**THE STUDY OF IMPLICATURE AND HUMOROUS DEVICES
OF DARK MEMES**



**A Thesis Presented to the English Study Program,
the Faculty of Communication Sciences
Widya Mandala Catholic University Surabaya, Madiun Campus
as a Partial Fulfillment of the Requirements
for the Sarjana Degree
in the English Language**

**By:
Winanta Angesti
21416011**

**FACULTY OF COMMUNICATION SCIENCE
ENGLISH STUDY PROGRAM
CATHOLIC UNIVERSITY OF WIDYA MANDALA SURABAYA
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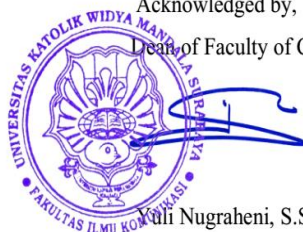
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APPROVAL SHEET

This thesis has been defended before the Board of Thesis Examiners of the Faculty of Communication Science, Widya Mandala Catholic University Surabaya and is accepted as a partial fulfillment of the requirements for the Sarjana Degree in English Language (*Sarjana Linguistik*).

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APPROVAL SHEET II

THESIS

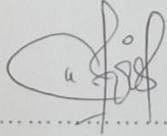
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This thesis has been approved to be examined before the Board of Thesis
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Madiun, 15 December 2020

DEDICATION

- **My Parents**
- **My Fellow English Student**
 - **My Friends**
 - **My Lecturers**

MOTTO

"I regret nothing, but I am sorry to leave my friends."

-Zachary Taylor

ACKNOWLEDGEMENT

First of all, I would like to thank Almighty God, Jesus Christ, for his blessing and loves to finish my thesis as one of the requirements for my graduation at the Catholic University of Widya Mandala Surabaya, Madiun Campus. His guidance and care make me do my best to finish this thesis since there are many problems and challenges in completing this work.

I would like to thank my thesis advisor, Priska Meilasari S.S, M.Hum, for her feedback, tremendous help, suggestion, and patience during the consultation. My gratitude goes to my thesis examiners, Dr. Yuli Widiana., M.Hum, and Christina Maya Iriana Sari, S.S., M.Hum, for the suggestions to improve the quality of my thesis. I also thank all lecturers for their support to accomplish my thesis.

My huge gratitude goes to my parents for their continuous support and patience. My gratitude also goes to my friends at the English Study Program 2016 who always give me support, especially Endy, Yaya, Dwi, Eko, Senta, Astrid, and my fellow students at the English Study Program. My gratitude also goes to my loyal friends for their support and help to fight my laziness and my frustration while finishing my thesis.

Winanta Angesti

ABSTRAK

Memes are internet popular culture. They have so many topics, and one of them is dark humor. Dark humor treats some taboo matters in a cynical way, such as deformities, murder, suicide, disease, tragedy, pedophilia, and many more. This research focuses on analyzing types of implicature and the humorous devices found in the dark memes; therefore, this study aims to discover what kind of implicature is contained in the dark meme and what kind of humorous devices that is used in the dark meme. The theories used in this research are Levinson's theory of implicature, Kroeger's book of implicature, and Berger and Hellitzer's classification of humorous devices. This research is descriptive qualitative research, and the data used in this research are dark memes. There are 30 texts of dark memes retrieved from reddit.com and the analysis shows that conversational implicatures (60%) and conventional implicatures (40%) are found in the dark memes texts. The 11 topics that are implicitly mentioned in the dark memes are deformities (4%), necrophilia (7%), sexual abuse (7%), disease (11%), murder (21%), violence (7%), stereotypes, which is separated into two parts, gender stereotypes (2 data) and racial stereotypes (1 datum) (7%), pedophilia (4%), death (7%), tragedy (21%), and suicide (11%). Seven humorous devices that are used in the dark memes are irony (14%), satire (7%), understatement (21%), wit (34%), aphorism (17%), and sarcasm (7%).

Keywords: meme, dark memes, humor, implicature, humorous devices

ABSTRAK

Meme adalah budaya internet yang populer yang memiliki banyak sekali topik. Salah satu topiknya adalah komedi hitam. Komedi hitam merupakan genre komedi yang memperlakukan beberapa hal yang tabu dengan cara yang sinis, seperti kecacatan, pembunuhan, bunuh diri, penyakit, tragedi, pedofilia, dan banyak lagi. Penelitian ini menganalisis jenis implikatur dan perangkat humor yang ditemukan dalam *dark meme*. Tujuan penelitian ini adalah untuk mengetahui perangkat humor apa yang digunakan dalam meme gelap tersebut, dan jenis implikatur yang terkandung. Teori yang digunakan dalam penelitian ini adalah teori implikatur Levinson, teori implikatur Kroeger, dan klasifikasi perangkat humor dari Berger dan Hellitzer. Jenis penelitian ini adalah deskriptif kualitatif dan data yang digunakan dalam penelitian ini adalah *dark meme* yang berwujud teks. Ada 30 *dark meme* yang bersumber dari reddit.com. Hasil analisis data menunjukkan bahwa implikatur percakapan (60%) dan implikatur konvensional (40%) ditemukan dalam teks *dark meme*. Sementara itu, 11 topik yang tersirat dalam *dark meme* adalah deformitas (4%), nekrofilia (7%), pelecehan seksual (7%), penyakit (11%), pembunuhan (21%), kekerasan (7%), stereotip, yang terdiri atas stereotip gender (2 data) dan stereotip ras (1 data) (7%), pedofilia (4%), kematian (7%), tragedi (21%), dan bunuh diri (11%). Tujuh perangkat komedi yang ditemukan adalah ironi (14%), satir (7%), *understatement* (21%), *wit* (34%), *aphorisme* (17%), dan sarkasme (7%).

Kata Kunci: meme, *dark meme*, komedi, implikatur, peranti komedi

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