

ABSTRAK

DETI NURSALINDAR. 2025. "ANALYZING THE LANGUAGE OF HUMOR AND WHY IT IS FUNNY IN STAND-UP COMEDY ON 'DON'T TELL COMEDY". *Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.*

Penelitian ini mengkaji penggunaan bahasa humor dan mengeksplorasi alasan mendasar yang membuat humor menjadi lucu dalam penampilan stand-up comedy "Teaching Gen Z is WILD" oleh Liz Blanc di kanal YouTube 'Don't Tell Comedy'. Penelitian ini bertujuan untuk menganalisis bahasa humor dan bagaimana hal tersebut dianggap lucu. Dengan berfokus secara khusus pada strategi humor verbal, studi ini menggunakan pendekatan kualitatif dan menerapkan analisis isi sebagai metode utama. Data dikumpulkan melalui analisis dokumen dari transkrip video, yang kemudian ditranskripsi dan dikodekan berdasarkan teori bahasa humor Berger (2017) dan teori mengapa sesuatu menjadi lucu. Hasil penelitian menunjukkan bahwa ironi merupakan strategi yang paling dominan, diikuti oleh penghinaan, hiperbola, satir, alusi, ejekan, senda gurau, kesalahpahaman, dan pemaknaan secara harfiah. Dalam hal alasan mengapa humor tersebut dianggap lucu, teori ketidaksesuaian, menjelaskan sebagian besar kejadian, diikuti oleh teori superioritas, kognitif, dan psikoanalitik. Temuan dari penelitian ini mengenai penggunaan bahasa humor dalam komedi tunggal di 'Don't Tell Comedy' menyarankan bahwa komedian sebaiknya lebih memperhatikan strategi seperti ironi, penghinaan, hiperbola, dan satir dalam membangun kelucuan yang efektif. Teknik-teknik ini terbukti mampu meningkatkan performa komedian dan menciptakan humor melalui unsur ketidaksesuaian. Selain itu, para profesional di berbagai bidang seperti komedian, pendidik, pembuat konten digital, dan pembicara publik juga dapat menciptakan lelucon yang lebih efektif untuk mencairkan suasana dan menciptakan atmosfer yang santai dengan memahami jenis bahasa humor yang digunakan serta alasan mendasar di balik dampak komediknya.

Kata Kunci: Bahasa Humor, Komedi Tunggal, Don't Tell Comedy.

ABSTRACT

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This study investigated the use of humorous language and explored why it is perceived as funny. It explored the underlying reasons that made humor funny in the stand-up comedy performance "Teaching Gen Z is WILD" by Liz Blanc on the 'Don't Tell Comedy' YouTube channel. The research aimed to analyze the language of humor and why it is funny. Focusing specifically on verbal humor strategies, the study employed a qualitative research approach, utilizing content analysis as its primary method. Data were collected through a document analysis of the video transcript, which was transcribed and coded based on Berger's (2017) theory of humor language and its role in making something funny. The results showed that *irony* was the dominant linguistic strategy, followed by *insults*, *exaggeration*, *satire*, *allusions*, *ridicule*, *facetiousness*, *misunderstanding*, and *over-literalness*. In terms of why the humor was funny, the *incongruity* explained most occurrences, followed by *superiority*, *cognitive*, and *psychoanalytic*. This study's findings on the use of humorous language in stand-up comedy on 'Don't Tell Comedy' suggest that stand-up comedians should pay greater attention to linguistic strategies, such as irony, insults, exaggeration, and satire, when constructing effective punchlines. These techniques have proven to enhance comedians' performances and create humor through the principle of *incongruity*. Furthermore, professionals in various fields, such as stand-up comedians, educators, digital content creators, and public speakers, could craft more effective jokes to ease tension and create a relaxed atmosphere by understanding the humor language employed and the underlying reasons behind their comedic impact.

Keywords: Humor Language, Stand-Up Comedy, Don't Tell Comedy.