

SOUND ALTERATION AS AN EFFORT TO ESTABLISH HUMOR IN MEME DISCOURSE (THE STUDY OF SEMANTICS)

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Abstract:

This research is aimed to describe sound change in humor memes by 1) explaining what sounds are used in the humor memes, 2) explaining how the sound change is used to create humor, and 3) explaining how the pattern of humor memes. The approach used in this research is combinatorial semantics. The data were collected using the method of 'simak' and technique of 'catat'. Data analysis in this research use 'padan referensial' method and 'hubung banding' technique. The results of this study indicate that the dominant sound change used in constructing humor in the memes is sound substitution. Furthermore, there is also the insertion of sounds, the addition of sound, the permutation of sound, and sound deletion. The sound change utilizes many sound similarities of one lexeme with the others that the association of meaning from both lexemes can build a message (in the widest sense). In addition, there is also a sound change which alters a lexeme into the new form. The sound change found tends to present a contradictory meaning between the former form and the new one. The researcher also found a sound change which presents a distorted meaning to trick the reader. The dominant pattern of humor memes is the comparison of two things supported by the image as an assertion. Furthermore, the researcher also found a humorous meme with a pattern of puzzles with the picture as a confirmation. The last is the pattern of humor meme with the misuse of the word with the definition explanation as the confirmation and misuse of the word with the image as the confirmation.

Keywords: sound alteration, humor, memes

INTRODUCTION

The progress of digital communication is growing rapidly in every society. The digital information age brings about a new culture of communication. Messages, ideas, criticisms, and even humor are usually delivered in a solid and short form. One of the new media in the information age is meme. Meme is an idea, habit or style that spread from person to person in a culture (Diaz, 2013: 84). Buchel (2012: 29) explains memes are writings that are often accompanied by certain images, photographs, and characters. In its development, memes have provided a new way to combine elements such as creativity, art, messages, and humor in Internet culture. Meme becomes a place to express feelings, represent conditions, criticize a phenomenon, and even convey humor.

According to Wijana (2003: 3) humor can free human beings from the burden of confusion, anxiety, misery, and cruelty. One of the humor builder techniques is the sound alteration. Humor with sound alteration utilizes the resemblance of sounds or shapes of words that are in different meaning. The use of two or more almost the same words must be carefully considered. The placement of word must take into account the association and every dimension of meaning that each word has. In addition, the placement of word must be able to create the cohesion to build a humor.

For the purpose of mapping the use of language in the domain of humor, it is necessary to conduct research that focuses on the analysis of sound alteration in humor. This research is supposed to describe sound alteration in humor meme. 1) Explain what the sound alteration are used in the humor meme. 2) Explain how the sound alteration is used to create humor in meme. 3) Explain how the pattern of humor meme with the sound alteration. The approach used in this research is semantic combinatorial.

Verbal humor is the humor that is presented with words such as in the form of writing or utterance and also nonverbal humor with gestures or images for example in pantomim or caricature (Rustono, 1998). Verbal humor can be researched linguistically because the constituent forming elements are word games or language games. Humor can not be separated from the elements of its creation that exploit the potential of language as a source of humor. One of the creativity is utilizing various aspects of language

such as phonological aspects (Wijana, 2003: 131-135). The phonological aspect relates to the sound of the spoken language. Sound is the smallest linguistic unit in the grammatical hierarchy (Wijana, 2003: 131-135). Broadly speaking the sounds of language are divided into 2 ie phone and phoneme. Phone is all sounds of language by not considering its capacity as a differentiator meaning while phoneme is a number of fona that have the potential as a differentiator meaning (Wijana, 2003: 131-135). Wijana (2003: 131-135) states the phonological aspects of humor can be done with substitution techniques, permutation techniques, insertion techniques, addition techniques, and release techniques¹.

METHOD

Research methods are needed in achieving research objectives because the methods that formulate ideas and thoughts are based on a scientific approach. The method used in this research is descriptive qualitative method. This is because the data analyzed is not in the form of numbers, symbols or coefficients about inter-variable relationships. Qualitative method is a research procedure that produces descriptive data in the form of written or oral words of the people and behavior that can be observed. This approach is directed to the background and the individual holistically (Sugiyono, 2014; Aminudin, 1990; Moleong, 2013).

Data and sources of data in this study are determined based on needs in research problems. The data in this study is a meme text that contains a sound alteration in an attempt to build humor. Sources of data in this study are memes taken from Meme Comic Indonesia web (MCI), accessible at www.memecomid.com. Data were taken within 8 months, starting from January to August 2017. The data were collected using the method *simak* to the advanced technique of *catat*. The use of the method *simak* to the advanced technique of *catat* in the provision of data is not a separate process (Mahsun, 2014). The data are analyzed by *padan referensial* method with the *hubung banding* technique (Mahsun, 2014), ie comparing meanings with referents to support codification, data reduction, data presentation, and interpretation in accordance with the qualitative research framework (Sugiono, 2014).

FINDINGS AND DISCUSSION

1. Sound Alteration

Departing from the research has been done; the overall result of sound alteration found from 99 memes is 153 data. The sound alterations found in the meme include:

NO.	SOUND ALTERATION	AMOUNT
1.	Substitution	98 data
2.	Permutation	08 data
3.	Insertion	15 data
4.	Addition	04 data
5.	Release	13 data
6.	Giving pause	10 data
7.	Change pause	01 data
8.	Deletion of pause	01 data
9.	Elongation of sound	01 data
10.	Defense of sound	02 data
TOTAL		153 data

1.1 Substitution

Of the 153 sound alteration data found, there are 98 data usage of substitution techniques. The substitution of sound is the replacement of elements in the word, so that a new word that is almost similar in form or sound and has a different meaning (Wijana, 2003: 131). The example of sound substitution in meme is such as the following data.

(1) Data date - January/21/2017

Data asli : Ibarat pepatah mengatakan. Rajin mangkal, kaya.
Konteks meme : gambar wanita seksi di malam hari.

¹ The theory of sound-alteration techniques of phonological aspects will be presented in the discussion along with the data

Kode data : (Jan/05)
Original data : Like the saying goes. Diligent offers, rich.
Context meme : pictures of sexy women at night.

In the data (1) found one sound substitution data. The sound substitution that occurs in the data (1) involves a consonant, ie /p/ (*pangkal*) 'base' to /m/ (*mangkal*) 'offer', although the word "*pangkal*" is not raised as a distorted object in the meme. It can be traced from the meme context and the use of collocation in the data (1).

1.2 Permutation

Of the 153 sound alteration data found, there are 08 data usage of permutation technique. Sound permutation is the change of the series of elements on the word either intentional or unintentional and often causes a funny effect for the listener (Wijana, 2003: 133). The example of sound permutation in meme is such as the following data.

(2) Data date - March/01/2017

Data asli : *Kalian semua guci. Aku penuh soda.*
Konteks meme : *gambar minuman bersoda dan beberapa guci.*
Kode data : (Mar/20)
Original data : You are all jars. I'm full of soda.
Context meme : pictures of soft drinks and some jars.

In the data (2) found a data of sound permutation. The permutations of sounds that occur in the data (2) with the letters [d] and [s] (*dosa*) 'sin' become [s] and [d] (*soda*).

1.3 Insertion

Of the 153 sound alteration data found, there are 15 data usage of sound insertion technique. Sound insertion is a phonetic game with the addition of one or more phonemes in the middle of a word (Wijana, 2003: 135). The example of sound insertion in meme is such as the following data.

(3) Data date - April/05/2017

Data asli : *Tarno.*
Konteks meme : *gambar editan bungkus produk makanan ringan Taro.*
Kode data : (Apr/35)
Original data : Tarno.
Context meme : edited image of packs Taro snack products.

In data (3) a sound insertion data is found. The sound insertion that occurs in the data (3) is the word *taro* which is the name of the snack food product gets the insertion of sound /n/ becomes *tarno*.

1.4 Addition

Of the 153 sound alteration data found, there are 04 data using the technique of adding sound. The addition of the sound is concerned with the addition of sounds in front of or behind the word (Wijana, 2003: 138).

(4) Data date - March / 01/2017

Data asli : *Kutang. Adalah sesuatu yang bikin jantung berdebar saat ditagih debt collector dan kita lagi tak punya uang buat bayar.*
Konteks meme : *gambar bra sedang digantung.*
Kode data : (Mar/21)
Original data : Underwear is something that makes the heart beat when collected debt collectors and we again have no money to pay.
Context meme : underwear picture hanging.

In data (4) found one data addition of sound. The addition of sounds occurring in the data (4) is the addition of the /k/ beginning of the word *utang* 'debt' (the non-standard word of debt) becomes *kutang* 'underwear'.

1.5 Release

Of the 153 sound alteration data found, there are 13 data using the technique of removal sound. The release of sound is the release or removal of one or more phonemes in a word structure. A word is very likely to have a completely different meaning when one or more sounds that are its forming elements are wiped or removed (Wijana, 2003: 139).

(5) Data date - Mei/01/2017

Data asli : Murai Medan. Murai Edan.
Konteks meme : membandingkan gambar burung murai medan dengan wanita seksi.
Kode data : (Mei/48)
 Context meme : comparing images of bird's magpie with sexy women.

In data (5) a sound removal data is found. The sound removal occurring in the data (5) involves the consonant sound / m / from word *medan* becomes *edan* 'crazy'.

1.6 Giving pause

Of the 153 sound alteration data found, there are 10 data on the use of pause-giving techniques. The gap is related to the distinction made in the middle of the word-forming element. It tends to result in the disappearance of the initial word and the appearance of two new words that are meaningfully different from the original word.

(6) Data date - Maret /04/2017

Data asli : Awas korban KB merajalela. Berhati-hatilah dengan KB. Keluar tidak Berencana.
Konteks meme : gambar seorang lelaki bersurban dan berjenggot.
Kode data : (Mar/23)
 Original data : Watch out for KB victims rampant. Be careful with KB. Exit is not Planned.
 Context meme : picture of a man with a turban and a beard.

In the data (6) found a data pause. The gap that takes place in the data (6) makes the word *keluarga* 'family' into two new words ie *keluar* 'out' and *ga* 'not'.

1.7 Perubahan jeda

Of the 153 sound game data found, there was 01 data using the change of pause technique. The pause change found in this study occurs in the name of a person formed of two words. The change of pause of two words from a person's name is able to give different taste values.

(7) Data date - Juni/19/2017

Data asli : Gaj Ahmada.
Konteks meme : gambar gajah mada mengenakan peci dan berjenggot.
Kode data : (Jun/71)
 Context meme : picture of gajah mada wearing cap and beard.

In data (7) found one data pause change. The pause change that occurs in the data (7) is the *gajah mada* becomes *gaj ahmada*.

1.8 Deletion of pause

Of the 153 sound alteration data found, there was 01 data using the pause deletion technique. The pause deletion is related to removing pauses between one word and another, so the two words become one word. In this study, found one data on the removal of pauses from naming constructed from two words.

(8) Data date - Juni/20/2017

Data asli : Rohman.

Konteks meme : gambar Iron Man mengenakan peci.
Kode data : (Jun/72)
Context meme : Iron Man picture wearing cap.

In data (8) we find one release of sound / i /, sound substitution / n / to / h /, and pause deletion. The pause loss occurring in data (8) is iron man becomes *rohman*.

1.9 Elongation of sound

Of the 153 sound alteration data found, there are 01 data using the technique of sound elongation. The elongation of sound is related to the extension of one element of the word-forming sound to present a different meaning from the original word.

(9) Data date - Januari/29/2017

Data asli : Jika anda ingin bahagia, menikalah dengan pria berwibawa.
 Wiii...bawa berlian. Wiii...bawa duit. Wiii...bawa mobil.
Kode data : (Jan/07)
Original data : If you want to be happy, stick with a man of dignity. Wiii ...
 bring a diamond. Wiii ... bring money. Wiii ... take the car.

In the data (9) found 1 data of pause on the word *wibawa* become *wi* and *bawa* 'bring'. Then there was also the data of extension of sound / i / on silable sound *wi* after experiencing pause. The two techniques cause the word *wibawa* to turn into *wiii...* and *bawa* 'bring' (a shocked verbal expression style).

1.10 Sound retention

Of the 153 sound alteration data found, there are 02 data use sound retention techniques. Sound retention is concerned with building humor by maintaining half to some sounding elements. In sound defense, half or most of the constituent elements or units are changed.

(10) Data date - Juli/22/2017

Data asli : Berfikir baik = Husnuzon. Berfikir buruk = Su'uzon. Gak
 berfikir = Fadlizon
Konteks meme : gambar politisi Indonesia Fadlizon yang sedang melamun.
Kode data : (Jul/88)
Original data : Think good = Husnuzon. Think bad = Su'uzon. Not thinking
 = Fadlizon
Context meme : picture of a dreary Fadlizon Indonesian politician.

In data (10) one sound alteration data is found. The sound maintained in the data (10) is the silable / zon / sound. Only the sound of syllable / zon / is maintained, while the other sound element changes.

2 Patterns of Sound Alterations

Based on the research conducted, found 3 patterns of sound alteration of 99 memes were analyzed. The pattern of the alteration is as follows.

NO.	PATTERNS OF SOUND ALTERATIONS	AMOUNT
1.	target text described by the text	54 meme
2.	target text described by the picture	44 meme
3.	target picture described by the text	01 meme
TOTAL		99 meme

2.1 Target text described by the text

Of the 99 memes analyzed found 54 memes with target text patterns accompanied by explanatory text. Here's an example of meme data with a pattern like this.

(11) Data date - Agustus/02/2017

Data asli : Tubuh butuh liburan. Tetapi dompet butuh lemburan. Pusing kepala saya.
Kode data : (Agu/94)
Original data : The body needs a holiday. But the wallet needs to be overtime. Dizzy my head.

In the data (11) the appearance of the picture will not be any effect because the sound alteration pattern is the text explained by the text

2.2 Target text described by the picture

Of the 99 memes analyzed found 44 memes with target text patterns accompanied by explanatory picture. Here's an example of meme data with a pattern like this.

(12) Data date - Agustus/23/2017

Data asli : Manjatin Doa. Manjatin Bola.
Konteks meme : perbandingan gambar tangan yang sedang berdoa dengan tangan yang sedang memegang dada wanita.
Kode data : (Agu/98)
Original data : pray. Climb the Ball.
Context meme : comparison of the picture of a person praying with a man holding a woman's chest.

In the data (12) the picture display serves to explain because the sound alteration pattern in this memes is the text described by the picture.

2.3 Target picture described by the text

Of the 99 memes analyzed found 01 memes with target picture patterns accompanied by explanatory text. Here's an example of meme data with a pattern like this.

(13) Data date - Mei/06/2017

Data asli : Jadilah seorang yang selalu menjaga harkat dan ...
Konteks meme : gambar martabak
Kode data : (Mei/54)
Original data : Be a person who always takes care of the prestige and ...
Context meme : picture martabak (one of Indonesian food)

Data (13) does not present words that are subjected to treatment in form symbols or language codes, but in the form of pictures.

3 Meme Form with Sound Alteration

Based on the research conducted, found 5 form of meme of 99 memes analyzed. The forms are as follows.

NO.	MEME FORM	AMOUNT
1.	Comparison	28 meme
2.	Deviation	50 meme
3.	Puzzle	12 meme
4.	Definition	08 meme
5.	Pairing	01 meme
TOTAL		99 meme

3.1 Comparison

(14) Data date - Juli/18/2017

Data asli : Game portable. Game for table.
Konteks meme : membandingkan gambar Game portable dengan domino.

Kode data : (Jul/84)
Original data : Portable game. Game for table.
Context meme : compare picture Portable game with dominoes.

Data (14) is a comparison form.

3.2 Deviation

(15) Data date - Juni/14/2017

Data asli : Manisnya Mantan segarkan Ramadhan.
Konteks meme : Gambar iklan sirup Marjan.
Kode data : (Jun/66)
Original data : Sweetness Former, refresh Ramadan.
Context meme : Image of ads of Marjan syrup.

Data (15) is a form of deviation.

3.3 Teka-teki

(16) Data date - Agustus/09/2017

Data asli : Lalapan apa yang bisa menimbulkan korban jiwa?
 Lalapan liar.
Konteks meme : gambar makanan lalapan.
Kode data : (Agu/97)
Original data : What kind of fresh vegetables can cause casualties? Wild
 vegetables.
Context meme : drawing of fresh vegetables.

Data (16) is a form of a puzzle.

3.4 Definisi

(17) Data date - Mei/05/2017

Data asli : Memahami pengertian inisiatif. Inisiatif adalah cara
 untuk mengenalkan Atif. "ini si Atif".
Konteks meme : gambar karakter meme.
Kode data : (Mei/51)
Original data : Understand the notion of initiative. Initiative is a way to
 introduce Atif. "This is Atif".
Meme context : meme character image.

Data (17) is a form of definition.

3.5 Pairing

(18) Data date - Maret /04/2017

Data asli : Teller bank ini bikin gua teler.
Konteks meme : gambar wanita cantik yang berprofesi sebagai teller
 bank.
Kode data : (Mar/24)
The original data : This bank teller made me jumpy.
Context meme : pictures of beautiful women who work as a bank teller.

Data (18) is a form of pairing.

CONCLUSIONS AND SUGGESTIONS

The results of this study indicate that the dominant sound alteration used in constructing humor in memes is substitution with 98 data from 99 memes. Furthermore, 15 data of insertion, 13 data of release, 10 data of giving pause, 08 data of permutation, 04 data of addition, 02 data of defense of sound, 01 data of change pause, 01 data of deletion of pause, and 01 data of elongation of sound. The dominant pattern of sound alteration is the target text described by the text with 54 memes of 99 memes. Next is the the target text described by the picture with 44 memes and the target picture described by the text with 01 memes. Finally relates to the meme discourse form with sound alteration. The dominant number

is a deviation form with 50 memes of 99 memes. Next, a comparison form with 28 memes, a puzzle form with 12 memes, a definition form with 08 memes, and a pairing form with 01 memes.

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