

CHAPTER 4

DATA ANALYSIS

This study aimed to identify joke strategies employed in the comedy series “Friends”. To obtain the data, the writer transcribed ten episodes of ‘Friends’ sitcom. Each episode has a duration of 30 minutes. After analyzing ten episodes of a situational comedy “Friends” and coding the joke strategies occurred in the episodes, the writer presents the analysis in this chapter. To analyze the data, she used Esar’s joke strategy classification. The writer found that humor strategies proposed by Esar were used in an American situational comedy series “Friends”. The strategies were used by all of the characters of “Friends” as a practical way to produce ambiguous sentences, jokes, and playful style in conversations.

4.1. The Joke strategies Applied in the Situational Comedy “Friends”

4.1.1. Style

Style is usually different from one speaker to others because this strategy involves the characteristics of the speakers. The speakers have to make up their own style in requesting, asking and giving compliments. The use of figurative speeches helps the speakers to modify the talks and make conversations less boring and flat. In addition, this strategy involves sarcasm in order to make a punchline in making a joke.

Data 1

All friends were gathering and talking about a job. Suddenly, Joey declared that he was the best actor.

Chandler: **'Look, Gippetto, I am a real live boy.'**

Joey : I will not take this abuse. *Walks to the door and opens it to leave*

Chandler: **You're right, I'm sorry.** *Burst into song and dances out of the door*

"Once I was a wooden boy, a little wooden boy..."

It is shown in the data 2 that Joey was pissed off because Chandler made up a name **"Gippetto"** which was a name for a wooden toy in a movie entitled "Pinocchio". Chandler made use of the name as Joey had played a role as the wooden toy. When Joey was irritated because he was called as **"Gippetto"**, he walked away and left Chandler and friends. Chandler was not satisfied to be sarcastic. He made an apology but then he mocked Joey in front of other friends by mentioning and singing **"Once I was a wooden boy, a little wooden boy..."**. This was a part of the speaker's style. Chandler brought the joke by calling a name to irritate Joey. When Joey left the gathering, Chandler apologized. This situation made the audiences thought that he was really regretting his saying. Yet, Chandler mocked Joey again as the punchline of his joke.

Data 2

Carol's OB/GYN, they are arguing about what to name the baby.

Susan : Oh, please! What's wrong with Helen?

Ross : Helen Geller? I don't think so.

Carol : Hello? It's not gonna be Helen Geller.

Ross : Thank you!

Carol : No, I mean it's not Geller.

Ross : What, it's gonna be Helen Willick?

Carol : No, actually, um, we talked about **Helen Willick-Bunch**.

Ross : Well, wait a minute, wha- **why is she in the title?**

Susan: It's my baby too.

Ross : Oh, 's'funny, really? Um, **I don't remember you making any sperm.**

The data shown above stated that Carol (Ross's ex-wife) had a baby from Ross. After Carol and Ross divorced, Carol had a girlfriend named Susan. The reason to divorce Carol was because he found out that she was a lesbian. When Carol checked her baby in the hospital, Ross and Susan accompanied her. They argued about the name of the baby. Ross wanted to name the baby by using his surname Geller. However, Susan argued and said that her surname, **Willick-Bunch** had to be the baby's surname. Ross was irritated and upset. He thought that it was nonsense and he sarcastically said that "**I don't remember you making any sperm**". This sentence meant he tried to mock Susan because she was a female. She could not make a baby with the same gender. So, Ross did not want to have Susan's surname as his baby's name. The style of Ross proved that it needed to be sarcastic with another speaker to make a punchline of humor.

The writer classified those data as style strategy because the data showed that the characters gave sarcasm comments and replies to other speakers. Sarcasm is related to teasing. Wangsomchok (2016) states that a speaker may tease other speakers. The two data showed that the speakers tended to tease the other speakers to make them embarrassed and annoyed. Teasing is a part of the strategy that is not mentioned by Esar but this strategy has relevance with style strategy because it is required a speaker to give a response sarcastically.

4.1.2. Synonymics

Synonymics is a strategy that can be used by the speaker to make a joke by giving the same opinion or similar response that has the same meaning to another speaker's statements. The use of vocabulary can be a tool for the speaker to provide the same words or utterances that can create laughter for the audiences who listen to the response. In addition, synonymics usually tells about an expression of agreement.

Data 1

Joanne and Kiki were friends of Rachel. They came to the café where Rachel was working.

Joanne: When are you coming home?

Rachel: What? Guys, I'm not.

Joanne: C'mon, this is us.

Rachel: I'm not! This is what I'm doing now. I've got this job-

Kiki : **Waitressing?**

Rachel: Okay, **I'm not just waitressing. I'm.. I, um... I write the specials on the specials board, and, uh... and I, uh... I take the uh dead flowers out of the vase... Oh, and, um, sometimes Artelle (the owner of the café) lets me put the little chocolate *blobbies* on the cookies.**

Based on the data 1, it showed that Rachel was using synonymics strategy to explain her job as a waitress. Her friend, Kiki did not believe that Rachel was working as a waitress. Kiki and Joanne knew Rachel for a long time and they knew that Rachel did not want to have a job as a worker in a café. In order to hide

the truth, Rachel was lying by saying **“I am not just waitressing”**. Yet, she made her statement as a synonym of what a waitress usually did, such as **“I write the specials on the specials board”** meant that she wrote the special menu on the board. **“I take the uh dead flowers out of the vase”**, meant she threw the dead flowers and changed it with the new ones, and **“...sometimes Artelle (the owner of the café) lets me put the little chocolate *blobbies* on the cookies.”** The three activities denoted to the things that a waitress does. Rachel tried to give more outstanding statements rather than just be a waitress but she ended up with giving an agreement that she was working as a waitress.

Data 2

All friends were attending Ross and Monica’s grandmother funeral in a cemetery.

Joey : Check it out, Giants-Cowboys. *watching a pocket TV*

Chandler: You're watching a football game at a funeral?

Joey : **No, it's the pre-game. I'm gonna watch it at the reception.**

Data 3 showed that Joey was using synonyms strategy. His friend, Chandler found him brought a pocket TV. He watched Joey was watching a football game alone. Chandler made him sure that Joey enjoyed watching a game when they were mourning in their friends’ grandmother’s funeral. When Chandler asked **“You’re watching a football game at a funeral”**, Joey denied it. However, he continued with his statement that **“... the game he was watching was a football pre-game”** and he would watch it not at the funeral but **“at the reception”**. Joey’s statement **“I’m gonna watch it at the reception”** had the similar meaning with Chandler’s statement **“I’m gonna watch it at the funeral”**

because the statement meant that Joey was going to watch a football game when the others were mourning and graving.

The writer classified the two data above as strategies of synonymics because the second speakers were trying to give agreements for the first speakers' statements but they replied the first responses by saying disagreement. It made the replies were suitable with the first speakers' statements.

4.1.3. Part of Speech

This joke strategy involves the use of grammatical rules which is part of speech. Part of speech is words that are categorized into some parts such as verb, noun, adverb, adjective, preposition and so on. In this strategy, the speaker tends to provide an ambiguous statement by using a part of speech incorrectly. It can be a misplace and a misuse of a speech part. It also involves an omission and an exaggeration of a word.

Data 1

All friends liked Alan (Monica's boyfriend) so much. Everything of Alan was discussed by all friends except Monica. The five friends loved Alan but Monica as Alan's girlfriend did not.

Monica: Can I ask you guys a question? Do you ever think that Alan is maybe.. sometimes..

Ross : What?

Monica: ..I dunno, **a little too Alan?**

It was shown in the data above **“a little too Alan”** was a playful use of part of speech. Monica and Ross were talking about Monica’s boyfriend, Alan. She would like to know Ross’s opinion about Alan. Instead of asking a direct question, Monica made a strange question. The intention of Monica of saying that was actually to show that all friends liked and adored Alan and every thing was related to him. Yet, she felt like **“it was way too much”** to mentioned Alan as the only topic in every conversation. However, the statement of **“Do you ever think that Alan is maybe.. sometimes.. a little too Alan?”** used a measurement word **“a little too”** which was not acceptable. A word **“a little too”** should not be followed by a noun that denoted to a person.

Data 2

Ross : Yeah, it's his, uh, innate Alan-ness that-that-that we adore.

Chandler: I personally could have **a gallon of Alan**.

The data above had a relation with the previous discussion. Chandler stated that he personally could have **a gallon of Alan**. The misuse of a measurement word **“a gallon”** was not suitable to be placed in that statement. A measurement **“a gallon”** was incorrect to be followed by someone or a person because it was usually used as the measurement of water. **“A gallon of Alan”** may depict as a gallon that contained a person, Alan.

4.1.4. Antonymics

Antonymics is a joke strategy used by responding to another speaker's statement using antonyms. The strategy can be used by stating different meaning and distinctive expression that can create a puzzling statement.

Data 1

At the Central Perk, Monica is alone as Ross, Rachel, Chandler, and Joey enter dejectedly in softball gear.

Monica: Hi.. how was the game?

Ross : Well..

All : WE WON!! Thank you! Yes!

Monica: **Fantastic!** I have one question: **How is that possible?**

The data above showed that Monica was using antonymics to create humor. After all of her friends came back from watching a football game, Monica asked about the team that her friends supported. Her friends said that the team won the game and they expressed a happy and satisfied utterance “**WE WON!!...**”, so did Monica. She used an expression “**fantastic**” to give respect toward the contentment at that time. Yet, she was doubt and used an expression of curiosity “**How is that possible?**” to show a little bit of sarcasm to the winning team. She used an opposite expression of her said after “**fantastic**” as the antonym of questionable statement how did the team could possibly win the game. Audiences would think that the first expression of appraisal “**fantastic**” was suitable with the context because the team won the game. Then, the humor

came up as Monica questioning how the team could win as if she thought that it was impossible.

Data 2

Rachel ran up clutching an envelope.

Rachel : Look-look-look-look-look, my first paycheck! Look at the window, there's my name! Hi, me!

Phoebe: I remember the day I got my first paycheck. There was a cave in one of the mines, and eight people were killed.

Monica: Wow, you worked in a mine?

Phoebe: I worked in a Dairy Queen, why?

Rachel : God, isn't this exciting? **I earned this**. I wiped tables for it, I steamed milk for it, and **it was totally**—*opens envelope*—**not worth it**. Who's FICA (A USA payroll for tax)? Why's he getting all my money?

Data 3 showed that Rachel was excited to get her first paycheck after working in the cafe as a waitress. She showed an expression of happiness and satisfaction and she told her friends about the paycheck. She used an expression of proudness “**I earned this**” to show how happy she was to get the first paycheck. However, she was disappointed to know that the envelope contained a letter from FICA who told her that the money was drawn to pay her tax. She misunderstood and thought that the envelope was a paycheck. After saying an expression of satisfaction, she expressed a distinctive statement “**... it was totally not worth it**” which meant that she thought that her efforts of working as a waitress were useless. The strategy of antonymics was successfully used in data 2 as the

audiences would think that the positive expression “**I earned it**” was interrupted by the negative statement “... **it was totally not worth it.**”

The data showed that the speaker used antonyms to state two statements that are in contrary. The first statement can be an agreement but the second statement should be a disagreement. This character of antonyms is considered ambiguous and confusing. Yet, that is the point of using antonyms, to have two statements that have different meanings.

4.1.5. Advertese

Advertese is a strategy of using advertisement as a tool to make a joke. The speaker usually makes use of an advertisement to exaggerate the advertisement, imitate the content of the advertisement, make a sarcasm using an advertisement and use an advertisement’s slogan in making a jutting expression. The advertisement that is used mostly has a hidden meaning that can only be understood if the audiences have watched, seen and heard about the particular advertisement.

Data 1

The six friends were gathering and talking about the weirdest place to have a first kiss.

Rachel : Alright, somebody.

Monica: OK, I'll go. OK, senior year of college... on a pool table.

All : Whooooa!

Ross : That's my sister.

Joey : OK... my weirdest place would have to be... the women's room on the second floor of the New York City public library.

Monica: Oh my God! What were you doing in a library?

Rachel: Um... Ross?

Ross: **Disneyland, 1989, 'It's a Small World After All.'**

Data 1 showed that Rachel asked Ross about the place where he had a first kiss. Ross said that the place was in Disneyland. He did not only mention Disneyland but also imitated the slogan of Disneyland **"It's a Small World After All"**. He said that as if he was promoting Disneyland. In addition, the meaning of a small world after all in Ross' statement could be inferred that Ross and his girlfriend were kissing in a place where people may not pay attention to them.

Data 2

All friends were talking about Joey becoming a model of an advertisement.

Phoebe : What were you modeling for?

Joey : You know those posters for the city free clinic?

Monica: Oh, wow, so you're gonna be one of those **"healthy, healthy, healthy guys"**?

The data above showed that Joey was going to be a model in a poster of a clinic that promoted some ways to get a healthy life. Joey said that he was a model for the city free clinic. Monica was surprised for her friend can be a model for a health care program. Joey was known as a person who did not care about health. So, Monica irritated Joey based on an advertisement that was in relation with a health care. Monica mentioned a slogan **"healthy, healthy, healthy guys"**

which referred to a US magazine named “Men’s Health”. That magazine discussed some tips and tricks on how to be a healthy man, how to always take care of food consumption and anything else related to building a masculine body with a six-pack stomach. All of the covers of the magazine displayed chest-naked men who were showing their muscles and ideal firm bodies. Monica could not believe that Joey could be the cover of the magazine. So, she imitated the slogan to irritate Joey.

The writer categorized the two data as advertese because of the character of this strategy is to make use of an advertising slogan or utterances. The slogan is usually used to irritate someone or something.

4.1.6. Numerical English

Numerical English is a joke strategy involving a play of numbers in English language. The numbers are playfully used by the speaker by emphasizing the pronunciation of numbers, misusing the numbers, accidentally mentioning the name or the arrangement of numbers incorrectly, or combining the use of numbers with the situation that happened at that time in order to produce a humor.

Data 1

The gang was all sitting around the table because the electricity was off in all of the city.

Phoebe: Oh, look look look. The last candle's about to burn out. 10, 9, 8, 7... (*time lapse*)... **negative 46, negative 47, negative 48....** (*the room was completely dark*)

The data 1 above showed that there was a use of numbers in the particular situation. Phoebe, the one who realized that the only candle left was about to burn out, used numbers to count down the candle started at ten (10). She continued the counting until seven (7). The logical counting of something should be from a number to zero (0). However, she kept counting the candle until the negatives. She counted from zero (0) until negative forty-six (-46), negative forty-seven (-47). The candle burnt out after she counted negative forty-eight (-48). The illogical counting that Phoebe used for the situation was strange. It did not make sense for people to count something reaching below zero (0).

The data above was classified as a numerical strategy because it involved the jotting way of mentioning numbers. It was suitable with the character of numerical English that requires the speaker to play with numbers.

4.1.7. Questionable English

Questionable English is a strategy to make other speaker responds to a question with a question that is called “questions questioned”. This strategy is usually brought by the speaker to ask something that is irrational. In addition, questionable English can be used by the speaker to ask anything that does not need an answer or a question that is called a “rhetoric”. The question can be something that is difficult to be answered such as a riddle. An interrogative question may also be applied in this strategy.

Data 1

Susan was a girlfriend of Carol, Ross' ex-wife. Ross did not like Susan. When he was visiting Carol, Susan entered holding a drink.

Susan: Hi.

Carol : Ross, you remember Susan?

Ross : **How could I forget?**

The dialogue above showed that Carol asked Ross whether he still remembered Susan. Carol gave a clear question **“Ross, you remember Susan?”** Instead of replying to a statement, Ross used a “question questioned” to answer the question. He said “How could I forget?” meant that he absolutely could not forget Susan, a woman who now was a girlfriend of his wife. He used a question questioned in order to emphasize his respond that he would not forget Susan.

Data 2

Phoebe met a homeless woman and gave her some money. Yet, the woman gave her a Pop-Tart (a soda) for Phoebe using that money. Then, Phoebe came to a café to tell her friends.

Phoebe: Does anyone want the rest of this Pop-Tart?

Ross : Hey, I might!

Phoebe: Sorry. ..Y'know, those stupid soda people, gave me seven thousand dollars for the thumb.

All : You're kidding. Oh, my God.

Phoebe: And on my way over here, I stepped in gum. ...**What is up with the universe?**

The dialogue above showed that Phoebe used a questionable English strategy. She told that she met a homeless woman to give her some money. Yet, the woman used the money to buy Phoebe a soda. Phoebe was upset about that because she had a good will for the homeless woman but she forced to give her something in return. She was also upset because she stepped a gum when she came to the café. She ended up her story by questioning a rhetorical question **“What is up with the universe?”** It meant that she was regretting what happened to her. Yet, nobody could answer that particular question.

Questionable English, especially rhetorical questions, was mentioned by Dynel (2009). In her theory of joke strategies, the rhetorical question is used to test the audiences' understanding and knowledge in giving a response to certain questions. The focus is that rhetorical questions are given by the speaker to make another speaker who needs to reply it becomes confusing. This strategy wants to show the inability of the speaker to answer the questions.

4.1.8. Nameplay

Nameplay comes from two words, name and play. This strategy means that the speaker uses the name of things or people to be used playfully. The speaker usually makes up a name as a joke. The speaker also uses a made-up name to mock and irritate someone else or give a person or a thing a unique name as an alias.

Data 1

Alan, Monica new girlfriend was coming to meet her friends. Monica exes were usually rejected by her friends and Monica was seemed unlucky to get a good boyfriend.

Monica: *to Alan* Thanks. I'll call you tomorrow. *Alan leaves* Okay. Okay,

let's let the **Alan-bashing** begin. Who's gonna take the first shot, hmm?

Data 1 showed that Monica knew that her friends would mock and underestimated her boyfriend. She made up a playful name “**Alan-bashing**” which meant that her friends were free to make a verbal abuse toward Alan. The word “**Alan-bashing**” came from the word “**Alan**”, the name of Monica’s boyfriend and “**bashing**” was a noun that meant making a verbal harassment to someone. So, Monica used a nameplay “**Alan-bashing**” as her joke strategy.

Data 2

Ross and Rachel were doing a laundry together. Rachel did not know that the color cloths and the white ones could not be in the same washing machine. They should be separated.

Ross : Rach, have you never done this before?

Rachel: Well, not myself, but I know other people that have. Ok, you caught me.

I'm a **laundry virgin**.

The dialogue in data 3 showed that Rachel used a nameplay “**laundry virgin**” to depict herself. She did not know that the colored clothes and the white ones should not be mixed in the same washing machine. She admitted that she was not able to use the washing machine because she had not done laundry by

herself. The word “**laundry**” meant washing clothes, the activity that she did at that time. “**Virgin**” was a name for a female who has not have a sexual intercourse or the one who has not married. In this context, “**laundry virgin**” meant that Rachel had not known about how to deal with washing clothes.

Data 3

The city was in a blackout. In Monica's apartment, Joey entered with a menorah (the church candles lit.)

Joey: Hi everyone.

Ross: And officiating at tonight's blackout, is **Rabbi Tribbiani**.

Based on the situation in data 3, Ross made-up a name for Joey who was carrying church candles and came like a priest. He named Ross, “**Rabbi Tribbiani**”. The name “**rabbi**” came up because Joey looked like a rabbi. Whereas, “**Tribbiani**” was Joey’s surname.

Three data above were classified as nameplay because the character of the strategy is to make up a unique name. The name is used to mock other speaker, audiences or even something that is suitable with the condition. This strategy needs a speaker’s objectivity in seeing or hearing something. The speaker can conclude what he or she sees or hear by giving a name as a response.

4.1.9. Syllable

This strategy is used by a speaker to produce humor by misusing syllables and making up a playful arrangement of syllables.

Data 1

Rachel: *waitressing* Does anybody want anything else?

Ross : Oh, yeah, last week you had a wonderful, **nutty, chocolatey** kind of a **cakey** pie thing.

Data 1 showed that Ross got a syllable /ie/ used in mentioning “**nutty**”, “**chocolatey**”, and “**cakey**”. The word “**nutty**” was actually referred to “**nut**”, “**chocolatey**” referred to “**chocolate**” and “**cakey**” referred to “**cake**”

Data 2

Chandler: It's just you and Rachel, just the two of you? This is a date. You're going on a date.

Ross : **Nuh-uh.**

Chandler: **Yuh-huh.**

The dialogue above in data 2 showed that Ross and Chandler had the play of syllable. Ross said “**Nuh-uh**” which was the slang of “**nah**” meant “**no**”. Whereas, Chandler replied “**Yuh-uh**” meant “**yes**”. Even though they did not use complete statements to reply, they used the playful syllables to emphasize their own response.

4.1.10. Alphabet

This strategy is used to emphasize the use of alphabets in making words. The speaker usually makes jokes by adding and omitting the alphabets, duplicating alphabets and misusing the alphabets to create incorrect arrangements of words or jumbled words.

Data 1

Ross : Carol's pregnant.

Monica: **W-w-wh-... wha-... w-w-w-...**

The dialogue above showed that Monica was surprised because his brother, Ross, was going to be a father and she would be an aunt. She intended to say “**what**” but she ended up with broken up the alphabet “**w**” into three times. In this context, Monica duplicated the alphabet to create a playful response to show that she was absolutely surprised.

4.1.11. Idiomatics

Idiomatics is a strategy to produce humor by making use of English idioms. The idioms are usually inserted into a conversation in order to do sarcasm for someone or intentionally exaggerate a statement.

Data 1

Rachel was upset.

Phoebe: What's the matter? Why so scrunchy?

Rachel : It's my father. He wants to give me a Mercedes convertible.

Ross : That guy, **he burns me up**.

From the data above, it can be said that Rachel was upset with his father because her father intended to give her a car and Rachel should come back home in return. Ross heard about Rachel’s father who wanted to take his daughter back after a long time leaving home. Ross was pissed off and mentioned an idiom “**He burns me up**”. The idiom meant that someone was making him so mad and angry

and there was a feeling of burnt off in the chest. The purpose of saying that idiom in this context was Ross did not want Rachel to get involved with his father anymore because he was strict and intolerant with Rachel. Ross wanted Rachel to stay with him and friends.

Data 2

In a fancy restaurant, Joey and Monica came to have a dinner with Angela (Joey's ex-girlfriend) and her new boyfriend, Bob. After ate dinner, Angela teased Bob by having her hand in Bob's shirt. Monica felt very uncomfortable.

Monica: Um, I've got something in my eye, uh, Joey, could we check it in the light, please?

Joey : Sure.

She and Joey walk away from the table

Monica: Oh my god.

Joey : What?

Monica: Hello! Were we at the same table? It's like... **cocktails in Appalachia.**

Joey : Come on, they're close.

Monica: Close? **She's got her tongue in his ear.**

In the dialogue above, it can be seen that Monica used an idiom "... **cocktails in Appalachia**" The idiom meant that there was something very disgusting and gross. It can be shown by an action from Angela that was teasing Bob in front of her and Joey. Monica considered it was not proper and she felt Angela and Bob were impolite. The **statement "she's got her tongue in his ear"**

also explained the idiom “cocktails in Appalachia” to show their action was absolutely disgusting.

4.1.12. Spelling

In order to produce something awkward and ambiguous, a speaker usually misuses a word. Misspelling often leads to an ambiguity that attracts the audiences to realize that there was something wrong with the spelling. This strategy is not only used by doing misspelling but also repeating the spelling, omitting and adding the spelling.

Data 1

Monica: Phoebe?

Phoebe: What?

Monica: Do you have a plan?

Phoebe: I don't even have a **pla**.

Data 1 showed that Phoebe used spelling strategy to produce humor. Monica asked her if she had a plan. Phoebe replied that she did not even have a “**pla**”. The word “**pla**” was derived from the word “**plan**”. She tried to spell plan into what it was (p,l, a,n). Instead, she spelled it into (p,l,a) which meant that she did not have any plans at all.

The data above was considered as a strategy of spelling because it involves the jotting way of spelling something. Even though data 1 did not show a direct spelling was done by the speaker, the foretelling was implied in the utterance.

4.1.13. Misusage

This strategy involves the mislead of words or sentences in giving meanings. The speaker tends to mention a word that is incorrect and not proper to be used in the particular context. It also often happens in making a sentence. The sentence may be puzzling and incorrect to be mentioned in the conversation.

Data 1

Rachel met her old friend, Leslie who was in pregnant.

Rachel: Look at you, you are so big. I can't believe it!

Leslie : I know. I know! **I'm a duplex.**

Based on the dialogue above, it showed that Leslie tried to depict herself as a duplex because she looked big because of her pregnancy. **"I'm a duplex"** meant that she described herself as a set of room for living in a two floors building. The word duplex was a name of thing but it was used to name a human being which made it strange and odd.

Data 2

The city light was off. In Monica's apartment, Joey entered with a menorah, the church candles lit.

Joey: Hi everyone.

Ross: And officiating at tonight's blackout, is Rabbi Tribbiani.

Joey: Well, Chandler's old roommate was Jewish, and these are the only candles we have, so... **Happy Chanukah**, everyone.

The data above showed that Joey misused the word **"Happy Chanukah"** for that context. The situation was the light off and Joey was bringing church

candles to light the apartment. Instead, Ross assumed that he looked like he was going to give preach. Joey mentioned, “**Happy Chanukah**” which was a celebration for Jewish.

The writer classified the two data above as misuse strategy because the speakers misplace some certain words to denote someone or something. When using a misuse, the speaker thinks about the condition of that time and gives a description of what happened. Yet, the description is ambiguous.

4.1.14. Prefixes and Suffixes

In linguistics, prefixes and suffixes are used to modify words and change them into different meanings and uses. In making jokes, a speaker usually uses affixes (prefixes or suffixes) to modify a word into something meaningless and ambiguous. It is a jesting way of adding, omitting or repeating affixes in a word.

Data 1

Monica: Can I ask you guys a question? Do you ever think that Alan is maybe.. sometimes..

Ross : What?

Monica: ..I dunno, a little too Alan?

Rachel: Well, no. That's impossible. You can never be too Alan.

Ross : Yeah, it's his, uh, innate **Alan-ness** that-that-that we adore.

In the data above, it can be seen that Ross modified the name of a person “**Alan**” with a suffix “**-ness**”. The suffix “**-ness**” was usually used to change an adjective into a noun. In this case, Ross used the suffix “**-ness**” to modify a noun.

The word “**Alan-ness**” literally had no meaning but in this context, Ross tried to explain that “**Alan-ness**” referred to anything related to Alan.

Data 2

Rachel: But see, it was a plan. You know, it was clear. It was figured out, and now everything's just kinda like...

Phoebe: Flupie?

Rachel : Yeah.

Monica: So what, you're not the only one. I mean, half the time we don't know where we're going. You've just gotta figure at some point it's all gonna come together, and it's just gonna be... *un-flupie*.

From the dialogue, it can be seen that there was an awkward word used by Monica. She used the word “*un-flupie*” as the antonym of “*flupie*”. “*Flupie*” was a slang meant a feeling that life was in chaos. A person who is *flupie* does not know what to do and feel. He or she had no solution to his or her problem. Monica used a prefix to be added in the word “*flupie*”. Even though the word “*un-flupie*” does not literally exist, in this context, Monica wanted to say that if a person thinks quietly, she could solve her problem.

4.1.15. Novelty English

Novelty English is a use of typographical of letter shapes, words, or pictures. This strategy can be used by a speaker by showing a letter, words, or pictures in verbal communication.

Data 1

Chandler: ... Are you wearing makeup?

Joey : Yes, I am. As of today, I am officially Joey Tribbiani, actor **slash** model.

The dialogue above showed that Joey used a novelty English to mention (/). The word “**slash**” in his statement “... actor **slash** model”, was not sensical to be mentioned verbally. The reason is “**slash**” (/) was a symbol. In other words, it was called “or” in verbal language.

4.1.16. Negative English

Negative English is the use of negative statements in a certain context by saying something like no, not, never, nobody and so on.

Data 1

Monica: Alright. I'm gonna go change, I've got a date.

Rachel : This Alan again? How's it goin'?

Monica: 'S'going pretty good, you know? It's nice, and, we're having fun.

Joey : So when do we get to meet the guy?

Monica: Let's see, today's Monday... **Never**.

The dialogue above showed that Joey wanted to know if Monica would introduce her new boyfriend, Alan to him and friends. Monica thought a little bit and she said that she would never introduce him to them. She clearly said “**never**”.

Data 2

In a Laundry, Rachel was there, waiting for Ross. An old woman took Rachel's clothes off the machine and began loading it with her things.

Woman: Comin' through. Move, move.

Rachel : Oh, 'excuse me. I was kinda using that machine.

Woman: **Yeah, well, now you're kinda not.**

Rachel: But I saved it. I put my basket on top.

The data 2 above showed that Rachel was keeping a washing machine for her clothes. A woman came and tried to take the machine for loading clothes. Rachel said that she was going to use that machine but the woman said that Rachel could not use it because she would.

The writer classified the data above as a negative English because of their relevance of giving disagreement. A joke can be produced not only by mocking and irritating but also giving negative statements. Even though negative statements are considered as a usual expression, showing disagreement can create humor because it focuses on a straight-forward statement of rejecting something.

4.1.17. Rhyming English

Rhyming English is a joke strategy that uses the rhythm of pronunciation and tone to mention words or sentences.

Data 1

Monica: Ok, right about now the turkey should be crispy on the outside, juicy on the inside. Why are we standing here?

Rachel : We're waiting for you to open the door. **You got the keys.**

Monica: No I don't.

Rachel : Yes, you do. When we left, you said, "**got the keys.**"

Monica: No I didn't. I asked, "**got the ke-eyes?**"

Rachel : No, no, no, you said, "**got the keys**".

From the dialogue above, it can be shown that Monica and Rachel were arguing about an apartment's key. The two girls had a miscommunication because Monica thought Rachel got the key when they left the apartment but Rachel thought Monica did. Rachel thought that Monica had got the key because she heard her said "**got the key.**" However, Monica was not making a statement at that time. Instead, she asked Rachel whether she got the key. This context had a tone problem that made the two speakers got a misunderstanding.

Data 2

In a laundry.

Rachel: Ok, I know this is gonna sound really stupid, but I feel that if I can do this, you know, if I can actually do my own laundry, there isn't anything I can't do.

Ross : That does not sound stupid to me. You know, it's like the first time I had to make dinner for myself after Carol left me? *The buzzer on the washer goes off* I'm sorry, that's all the time we have. Next on... *opens up the washer* **Uh-oh.**

Rachel: What **uh-oh**?

Ross : (not wanting to tell her) **Uh-oh, uh-oh**, the laundry's done. It's, **uh, it's a**

song. The laundry song that we sing. *singing* **Uh-oh the laundry's done, uh-oh, uh-oh.**

From data 2, it can be seen that the speakers, Ross and Rachel were doing a laundry. Ross was trying to tell something but he was too embarrassed. When he was talking, he pretended to take off the clothes in order to cut off his talk. Ross became nervous and said “**Uh-oh**”. Rachel was confused to hear Ross said that. Ross made up a song by using the word “**Uh-oh**” to cover up his embarrassment. He ended up by singing “**Uh-oh the laundry's done, uh-oh, uh-oh.**”

Data 1 and data 2 above were considered as rhyming strategies because the utterances produced by the speakers had relations with tones and rhythms. The writer concluded that in delivering messages, the speakers could use tone to give a variation to the conversation. Even rhythm is important to emphasize a question, a statement or a request.

4.1.18. Speech

This strategy is usually used to make a long speech. The speech contains a funny story that makes the audiences felt that the speech was very awkward and ambiguous. The speech can also be used to explain something.

Data 1

Rachel got a news from a bank that she had to pay the debt after using the credit card.

Monica: Look, they just wanna see if you're okay.

Rachel : **They wanna know if I'm okay. Okay.. they wanna know if I'm okay, okay, let's see. Well, let's see, the FICA guys took all my money, everyone I know is either getting married, or getting promoted, or getting pregnant, and I'm getting coffee! And it's not even for me! So if that sounds like I'm okay, okay, then you can tell them I'm okay, okay?**

The data 1 showed that Rachel was complaining about the bank that wanted her to pay all of the debts. She was depressed and did not know what to do. She gave a long complain and speech saying that FICA had taken all of her money. Her friends were all getting married, getting pregnant and getting promoted. Yet, she was just working as a waitress in a café. She said that she was not okay at all. Her speech was full of complaints.

Data 2

Rachel was coming in bruised.

Monica: Oh my gosh! Rachel, honey.. are you okay? Where, where's Paolo?

Rachel : Rome. Jerk missed his flight.

Phoebe: And then... your face is bloated?

Rachel : **No. Okay. I was at the airport, getting into a cab when this woman- this blonde planet with a pocketbook- starts yelling at me. Something about how it was her cab first. And then the next thing I know she just starts-starts pulling me out by my hair! So I'm blowing my attack whistle thingy and three more cabs show up, and as I'm going**

to get into a cab she tackles me. And I hit my head on the curb and cut my lip on my whistle...

From the data above, it can be seen that Rachel told a long story that she met with a woman who tried to get her cab. Her hair was pulled by the woman and they quarreled. She accidentally hit her head and cut her lip. This speech indicated that the story was funny.

Speech is a strategy that requires the speaker to be expressive in telling his or her story. The story is usually awkward and odd. Dynel (2009) agreed that telling a funny story helps the speaker to create a joke. She mentioned the name of this strategy as an anecdote. In making a joke, the speaker just needs to tell his or her life story or even other people's story. She added that this strategy also requires some dictions and words and dictions to make the speech more interesting.

4.1.19. Ambiguity

Ambiguity is very common in making a joke. To be strange and odd are the very basic trick to produce humor. Every statement, question, agreement and other utterances can be made up into something nonsensical and illogical that makes the audiences laugh.

Data 1

Rachel entered from her room looking for her ring.

Rachel : Has anybody seen my engagement ring?

Phoebe: **Yeah, it's beautiful.**

From the dialogue above, it can be shown that Rachel was looking for her engagement ring and asked her friends if they had seen it. Phoebe did not get what Rachel meant. Instead of telling she knew where the ring was, she told her opinion about the ring. She said that **“Yeah, it’s beautiful.”** meant that the ring was pretty.

Data 2

Rachel was called by his father. His father offered her a car if she came home.

Rachel : Yeah, well, it's a Mercedes if I move back home. Oh, it was horrible. **He called me a young lady.**

Chandler: **Ooh, I hate when my father calls me that.**

From the dialogue above it can be seen that Rachel told that she was called by his father, a **“young lady”**. Suddenly, Chandler burst out saying his opinion that he did not like to be called as a **“young lady”** which was a calling for a female.

4.1.20. Other Strategies

Even though there were 19 strategies proposed by Esar found in the data above, the writer also found that there was a joke strategy proposed by Dynel (2009) occurred in the sitcom. The strategy and the example of data were provided, as follow:

Self-Denigrating Humor

In producing jokes, a speaker does not always have to take someone to be the object of humor. The speaker can make jotting utterances by using himself to

be mocked. The speaker may underestimate his own weaknesses and tell himself about his bad personalities or habits. This strategy indicates that the speaker can criticize himself without look for someone or something to be irritated.

Data 1

Chandler: ...That's it. I'm getting cigarettes.

All : No no no!

Chandler: I don't care, I don't care! Game's over! **I'm weak!** I've gotta smoke! I've gotta have the smoke!

Data 1 showed that Chandler had self-deprecating toward himself because he could not persist himself to stop smoking. He realized the consequences of smoking and his friends do not like him to continue his bad habit. In addition, he realized because of his persistence to stop smoking is weak, he declared himself as a weak man.

In addition, there was a theory of joke by Wangsomchok (2016). Two strategies such as satire and blaming are relevant to some of the data found in the sitcom.

1. Satire

This strategy is used by the speaker to criticize other speakers. The speaker is required to be honest and pure in giving comments and replies. This strategy is usually used to make fun of something or someone by telling the reality.

Data 1

In Central Perk, Rachel was confronting her boss, Terry.

Rachel: Terry, I, I, I know that I haven't worked here very long, but I was wondering, do you think it would be possible if I got a \$100 advance in my salary?

Terry : An advance?

Rachel: It's so that I can spend Thanksgiving with my family. See, every year we go skiing in Vail, and normally my father pays for my ticket, but I sort of started the whole independence thing, you know, which is actually why I took this job.

Terry : **Rachel, Rachel, sweetheart. You're a terrible, terrible waitress.**

Really, really awful.

Data 1 showed that there is a satire mentioned by the speaker, Terry. He said an honest comment for another speaker. Sometimes, satire is a strategy not only to make humor but also purely to tell what the speaker desires to say. Even the comments or replies are not aimed to make fun of something or someone, the comments and replies are considered funny.

2. Blaming

Blaming is a strategy used by a speaker to easily mentions the guilty of other speakers. The situation must be something bad and disappointed. It makes the speaker does not want to be blamed. So, the speaker tends to blame other speakers in order to make them responsible for facing the problem. This strategy may be followed by another speaker to be a provocateur in blaming other people.

Data 1

Rachel and Monica went out to look at a balloon festival. They left the apartment immediately and none of them brought the key. When they came back, they were not able to come inside because it was locked.

Rachel: **All right, listen, smirky. If it was not for you and your stupid balloon, I would be on a plane watching a woman do this** *makes a gesture like a stewardess pointing out exits* **right now. But I am not.**

Monica: **I swear you said you had the keys.**

Rachel: **No, I did not. I would not say I had the keys unless I had the keys, and I obviously did not have the keys.**

The data above showed that nobody wanted to be blamed. The two speakers were blaming one another because none of them wanted to be responsible in facing the bad situation happened. This condition attracts the audiences to laugh because the audiences will think that it is funny to look at people arguing and nobody wants to be blamed. In that context, blaming can be used as an expression of showing anger and madness.

4.2. The Occurrences of Joke Strategies

Based on humor strategies proposed by Esar, the writer finds that there are 19 strategies emerged in the situational comedy series “Friends”. The strategies found in the 10 episodes are style, antonymic, ambiguity, synonymic, speech, nameplay, part of speech, rhyming English, negative English, idiom, misusage,

questionable English, syllable, prefixes and suffixes, alphabet, spelling, advertese, and novelty English.

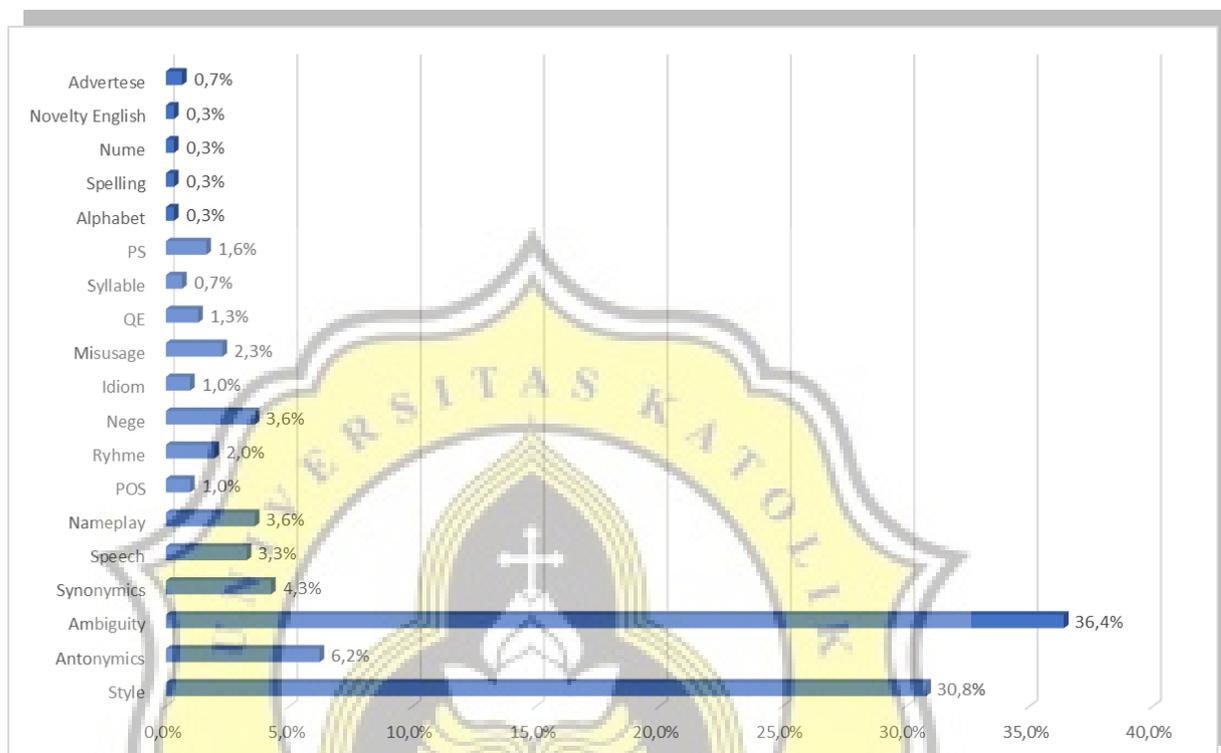


Figure 4.2.1. Occurrences of Joke Strategies

From Figure 4.2.1, we can see that the most frequently used strategy in the sitcom was Ambiguity with the percentage of 36,4%. This strategy was used by most of the characters in all episodes. Ambiguity is an easy way to produce humor and funny utterances. The strategy requires the speakers to be ambiguous in replying, commenting, or giving requests to the audiences. The speakers tend to speak irrationally. In this study, ambiguity was used when the speakers wanted to change the subjects of conversation or ended the talks. The speakers often intentionally became ambiguous in order to be sound funny and weird.

Style was the second strategy used in the series. This strategy occurred 30.8% of the total strategies. Style was a simple strategy because it requires the speakers to be sarcasm in giving opinions, comments, and replies. Style also requires the speakers to be creative in creating jokes by emphasizing the weaknesses and the strengths of the character's personalities. In contrast, Novelty English, Numerical English, spelling and alphabetic were rarely used in making jokes. Those strategies occurred 0,3% of the total strategies.

4.3. General Findings

Jokes and humor are improving as well as the development of verbal communication which people tend to create some new words and slangs. Even though the theory of joke proposed by Esar (1961) is considered outmoded, it is still relevant to be used. Jokes in the situational comedy "Friends" that was broadcasted in 2002 still applied the strategies from Esar. It is proven by the occurrence of 19 strategies in the sitcom. The strategies include ambiguity and style which are the most frequently used strategies in the comedy series. In addition, some latest theories of joke and humor strategies are applicable in the situational comedy "Friends". The writer found that some of the characters in "Friends" not only use joke strategies proposed by Esar (1961) but also use some joke strategies proposed by Dynel (2009) and Wangsomchok (2016) such as self-mockery, satire and blaming.