CHAPTER 1

INTRODUCTION

1.1   Background of the Study

Nowadays, people are getting smarter and more creative to create a new form of word phrases. It is necessary to make conversation more various. Even more by using their knowledge of the language, creativity and the current state of mind; people can create a newly structured wordplay. In accordance with Korcak (2012), wordplay is a universal term of language that has similar sounds in words (homographs and homophones) or has different meanings (polysemy). The new word phrases and new structures in wordplay can be expressed in ambiguous sounds and meanings. The new word phrases containing ambiguous sounds and meanings lead to the development of the creation of new puns.

According to Bader (2014), a pun is commonly found in the literary text, cinema, televisions comedy shows, journalistic articles, and advertisements. Natarina (2012) identified pun strategies occurred in a comedy movie subtitle of *Austin Powers : Goldmember*. She discovered that the different types of pun have different levels of translatability. When the meaning and humor can be translated into the target language, the meaning will be maintained or lost depending on the viewers' perceptions. Another research is conducted by

Noor, Mustafa, Muhabat, & Kazemian (2015). They did the research on the

pun   in

advertisements. They used a qualitative method to gather the data by collecting the advertisements that pop up at different TV channels from 7 pm to 8 pm for a month. Then, they analyzed the data on the basis of Leech's type of meaning, precisely, associative meaning. They found that the semantic process of encoding slogans of TV commercials influences the viewers at an unconscious level by reading the minds of the target audience. In addition, the semantic process of decoding slogans of TV commercials influences the viewers at a conscious level by the audience. They unconsciously follow the same lines of decoding the message that was expected by the copywriters.

However, today's pun can be found in almost every aspect of human life such as riddle, meme, quote, and tagline found on social media, clothing, branding, and even, stickers. Although stickers containing puns are easily found, the research on stickers is rarely done.Besides, pun stickers, I found several types of research that discussed the related topic. Safitri (2013) and Santoso (2012) analyzed the linguistic aspects that influence puns on bumper stickers in Indonesian. They identified the functions and the meanings of the puns in bumper stickers in Indonesian. They found that puns on stickers can be analyzed using linguistics terms: Phonology (homonymy, homophony, homography, and paronymy), Morphology (orthographic, acronym, abbreviation, re-word, name, antonymy), and Semantics (proverb, metonymy). The functions of puns in their findings are for communication, humor, social criticism, creativity, euphemism, and aesthetic. The pun can be

in the forms of a statement, satire, command, prohibition, warning, suggestion, cause and effect, criticism, and information.

The essential function of pun is for a joke by using language as a medium. Today, stickers can also be used as a medium to create creative and unique puns. Related closely to bumper stickers, stickers containing puns are designed to make people laugh. Bumper stickers can reflect individuals' perspectives on humor, politics, nationality, religiosity, gender and others. By using puns, people lesser the intention to mock, judge, or bully the others' perspectives and changing it into laugh and happiness. Since stickers in Indonesian and English are different in terms of language and function;the writer discussed the same topic, about the pun on the sticker, but with different discussions, using the theoretical framework of Attardo (1994) and Zhang (2018).

1.2 Field of the Study

The research is related to the field of Linguistics in particular on Sociolinguistics.

1.3 Scope of the Study

The writer limits this study to one of the branches of Sociolinguistics, language variety terms. Language variety discusses community members that use and share a particular or variety of language in similar sociolinguistic settings. There are four types of speech variety: standard, sociolects, regional

varieties, and registers. In this study, the writer had an in-depth discussion about registers. Registers contain four categories: casual, formal, technical, and simplified. This study discusses the registers in the casual term, especially in slang language. There are several kinds of slang language. The writer focuses on one type of slang which is pun, especially on the types and functions of puns on stickers. The data of this research is in visual form and were collected from the Google search engine.

1.4   Problem Formulation

To assist the writer to do the research, the writer formulates two problems related to pun on stickers as follows:

1.   What types of puns are found on stickers?

2.   What are the functions of the puns on stickers?

1.5   Objectives of the Study

With regards to the problems stated above, the writer aims to achieve the following objectives:

1.   To identify the types of puns found on stickers.

2.   To analyze the functions of puns on stickers.

1.6   Significance of the Study

By conducting this research, the writer wants to identify the types and analyze the functions of puns on stickers. The writer hopes that this study can

be helpful for the readers to be familiar with puns on stickers and knows how to enjoy the pun on stickers by knowing the homonymy theory. For researchers, this study will strengthen previous studies on relevant topics.

1.7 Definition of Term

1. **Pun**

   "The word 'pun' comes from the Latin word 'paronomasia', which means a humorous play on words. First, a word with two or more meanings, or two words with the same or similar sound are used in a pun. Second, there exists a literal meaning and implied a meaning in a pun." (Yi-bo, 2015)

2. **Sticker**

   "Sticker is a small piece of printed paper, self-adhesive on one side.It is also a kind of label usually used to create object identification through word, idea, or image. However, in capitalism, stickers can also have an ambiguous meaning; on the one hand it is a sign to promote and identify a product; on the other hand it may be a subversive and effective way to fight a system (such as capitalism)." (Marecki, 2014)