

## **CHAPTER 4**

### **DATA ANALYSIS**

This study aims to analyze the types and functions of pun stickers. There were 314 stickers as the data, but only 208 stickers were qualified to be analyzed. 72 out of 106 stickers had similar contents. Moreover, 34 out of 106 stickers were categorized on the other types (polysemy). Finally, there were 208 pun stickers qualified for the data analysis.

To answer the problem formulations of this study, the writer divides the results into three parts. The first part discusses the types of pun stickers. In this part, the writer classifies the types of pun stickers. The second part is about the functions of pun stickers. The third part classifies the general findings of pun stickers.

#### **2.1. Types of Pun Stickers**

In this section, the writer divides the types of pun stickers into three groups, namely homophone, homograph, and paronym. This classification is based on Attardo's homonym theory but has rather been simplified for the purposes of this study. The graph below points the distribution of types of pun in each category.

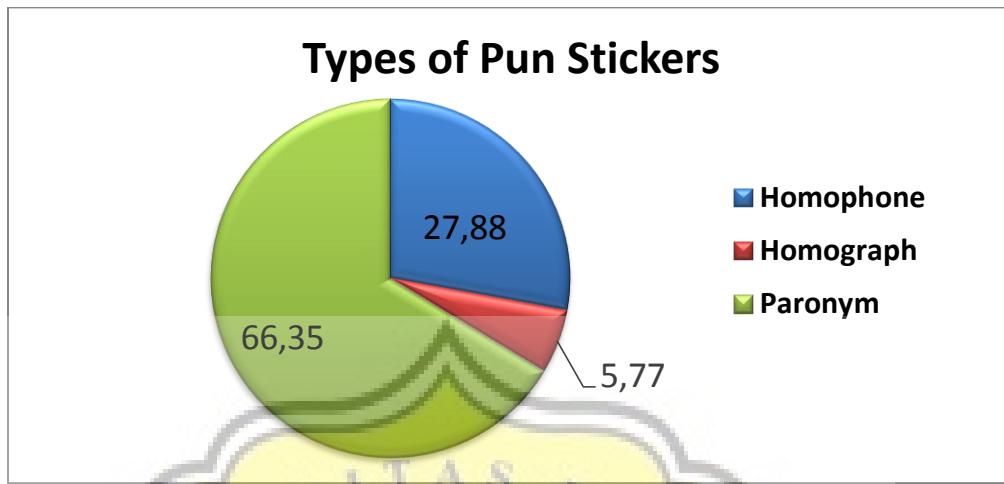


Figure 4.1. The total percentage of Pun Stickers Types

The following is the total percentage of pun sticker types. It represents the division of pun stickers into homophone, homograph, and paronym. Each group is provided with a total number of the whole samples, and also the percentage of each group to make the comparison of each group easier. It can be seen clearly that the type of pun mostly found in pun stickers is paronym by 138 pun stickers (66.35%). Then it is followed by homophone type found on 58 pun stickers (27.88%). And the least is homograph on 12 pun stickers (5.77%).

Paronym pun mostly appears on pun sticker because paronym pun does not require identical characteristics both on the phonological or orthographical level. This argument is supported by the findings of Dvorakova (2012). She conducted research on printed advertisement puns. In her result, she also found that paronym pun types were mostly found on printed advertisement puns.

In addition, homograph seems the least type found on pun stickers than the others because English pun is mostly used on verbal (speaking) to create humour. It is hard to find the identical word on the orthographical level. This argument is strengthened by Lems (2011) who stated that verbal pun is an effective means to learn the jokes of a new language.

The writer puts more detail interpretation of the types of pun sticker to emphasize the analysis. Because of the limitation of times and pages, only five examples of pun stickers from each category are analyzed deeply.

#### 2.1.1. Homophone

A homophone is one type of puns in which there is a sound-alike word when those words are pronounced. Homophone has the same pronunciation in a word, but the words are different in spelling and meaning. The ambiguity of homophone comes up in its phonetic level.

The humorous feeling comes up when the reader or the hearer of homophone pun do not fully pay attention to the pun, and get confused whether the word that the user means is the first meaning, or the second meaning. The confusion of the hearers to guess the right meaning leads to the humorous feeling.

A. Trust Me, I'm a Dogtor



Figure 4.1. Example of Homophone Pun Sticker A

Pun sticker entitled “Trust me, I’m a Dogtor” is an example of homophone pun sticker. This pun is categorized as homophone pun because when this pun sticker is pronounced, it has similar sound with the pronunciation of “Trust me, I’m a Doctor.” Even the picture and the explanation of that picture shows that it is a dog wearing a stethoscope pretending to be a doctor which leads the readers into thinking about a real human doctor, not a fake doctor which is a dog with a stethoscope.

B. Need an Ark? I Noah Guy

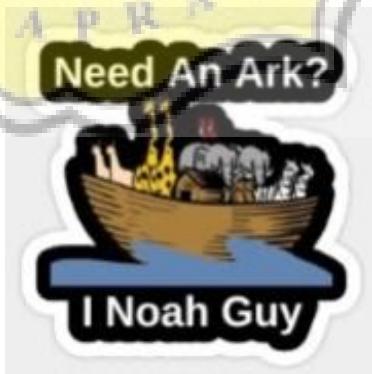


Figure 4.2. Example of Homophone Pun Sticker B

“Need an Ark? I Noah Guy” is an example of homophone pun. This pun is on homophone categories because it has a similar sound with “Need an Ark? I know a guy” sound when pronounced. The picture shows the Ark with lots of animals inside; in which the Ark represents the Ark of Noah. The sticker also adds the question ‘Need an Ark?’ which intends the viewers to think that the answer should be “I know a guy”. The word “Noah” and “Know a” is similar when it is pronounced.

C. Help! I'm being a-salted

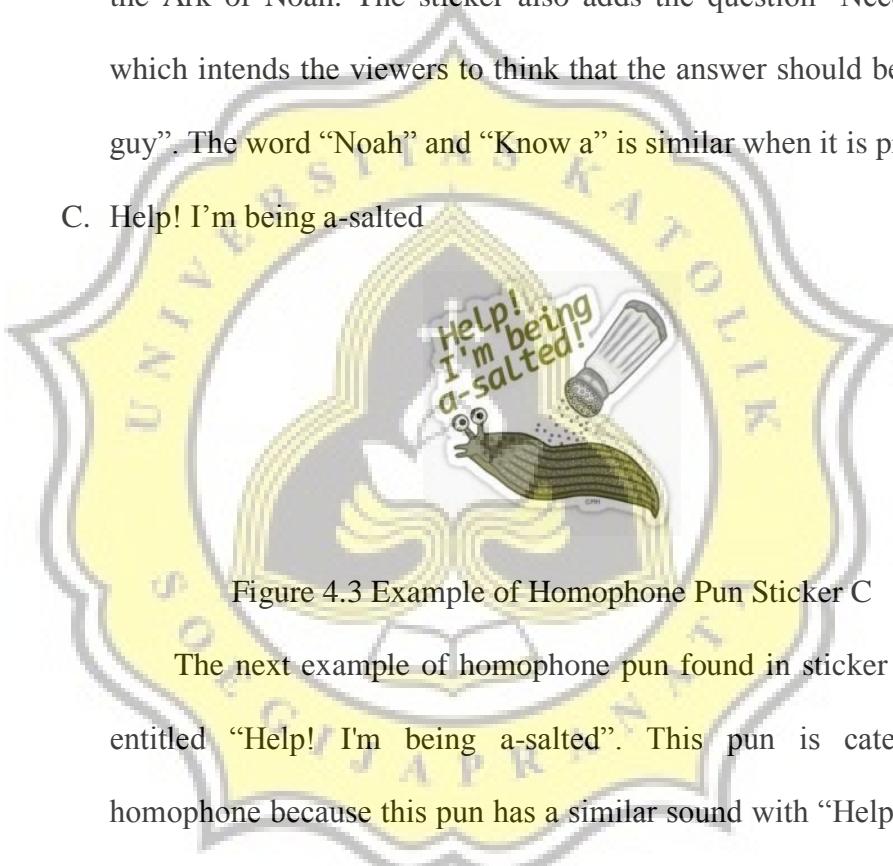


Figure 4.3 Example of Homophone Pun Sticker C

The next example of homophone pun found in sticker is a sticker entitled “Help! I'm being a-salted”. This pun is categorized as homophone because this pun has a similar sound with “Help! I'm being assaulted” when it is pronounced. The word “assaulted” and “a-salted” are similar when it pronounced. The picture of a leech that will be salted supports the pun clearly. In general, a leech can be liquidated with salt. It also represents a weak woman need help, so she does not get assaulted by a man.

#### D. Pear Review



Figure 4.4. Example of Homophone Pun Sticker D

The pun sticker entitled “Pear Review” is an example of a homophone pun sticker. The homophone pun can be seen from the descriptive word below the picture, “Pear Review” which is similarly pronounced as “Pair Review”. The picture of a pair of pears reviewing the other’s work also supports the pun itself. The first pear which tells “The manuscript is horrendous” emphasizes the idea that the pears review a manuscript, and the manuscript is extremely terrible. The angry expression of the pear shows that the manuscript being reviewed by the pear is very bad. On the contrary, the second pear keeps calm and does not do too much talking as if the manuscript is good.

#### E. Ewe mad, Bro?



Figure 4.5. Example of Homophone Pun Sticker E

This pun sticker is categorized as homophone pun because the sentence “Ewe mad, bro?” has a similar sound to “You mad, bro?” when it is pronounced. Both “Ewe” and “You” are similarly pronounced. The picture of this sticker, a ewe, supports the pun. This pun wants to ask readers that “are you mad, bro?” Because if you are mad, it is like a ewe (a female sheep).

#### 2.1.2. Homograph

A homograph is one type of pun dealing with written form or spelling. Homograph refers to the lexemes or words which have the same spelling but they have different meanings and pronunciations. The humorous part on homograph popped-up when a word or two words has/have several different syllables on pronouncing. The use of different syllable leads to different meaning. It means homographs are words which are identical in their typography, but they have different verbal form.

##### A. Uni-corn

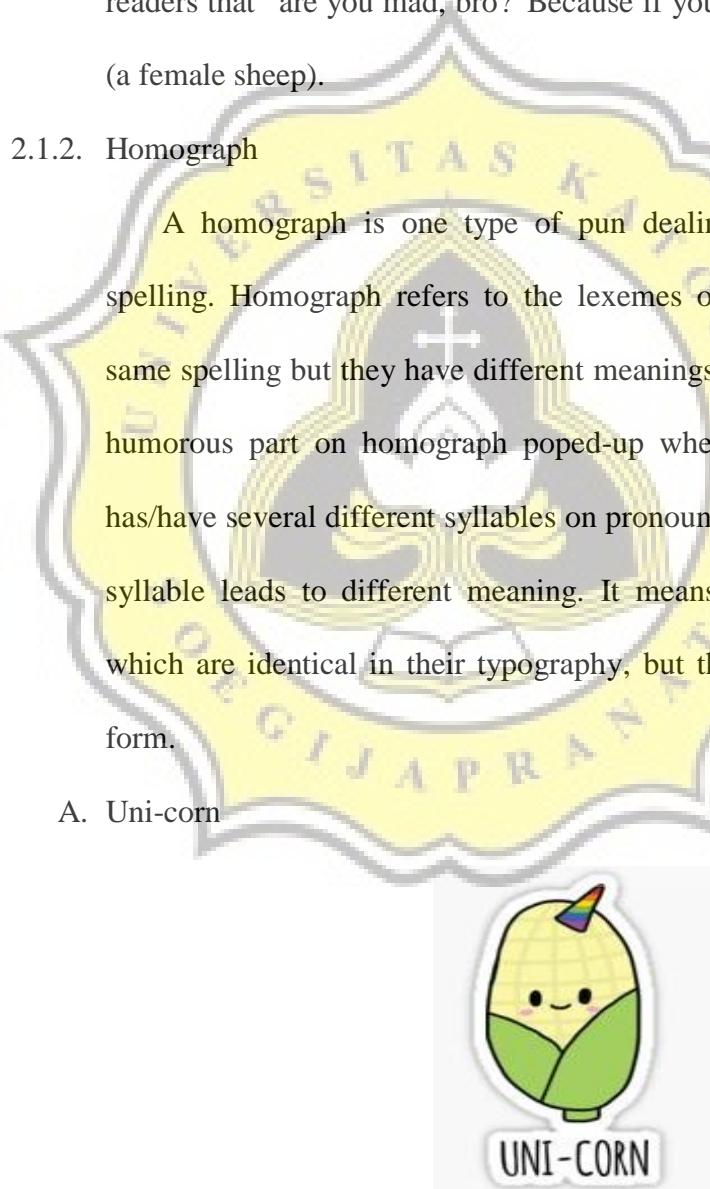


Figure 4.6. Example of Homograph Pun Sticker A

Pun sticker entitled “Uni-corn” is an example of a homograph pun sticker. This pun is categorized as a homograph pun because the word “unicorn” can be interpreted in two ways. The first one is “unicorn” without space which means a fantasy animal that is mostly portrayed as a horse with a straight horn. The second one is “uni-corn” with space that means one maize. The picture of the sticker supports both the first word and the second word. This lone corn represents the uni-corn. Then, the colourful horn on the head of the corn represents the unicorn.

B. Flamingo away

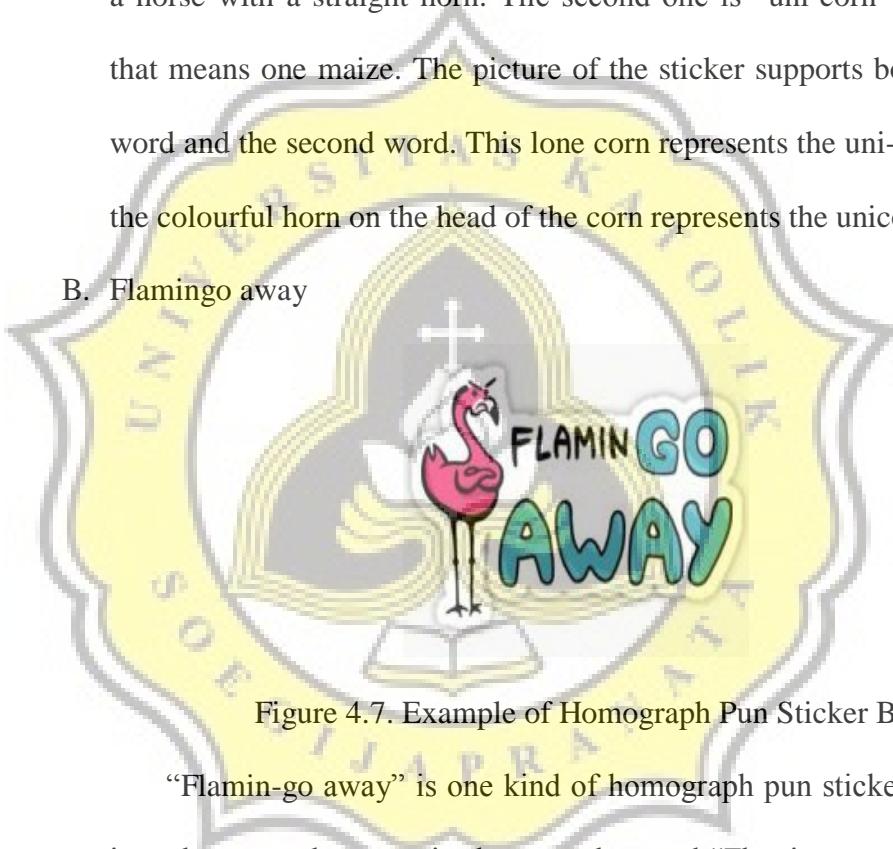


Figure 4.7. Example of Homograph Pun Sticker B

“Flamin-go away” is one kind of homograph pun sticker. This pun is on homograph categories because the word “Flamin-go away” can be interpreted in two ways. The first one is “Flamingo away” that means a flamingo bird that far away. The second one is “Flamin go away”. Flamin is gay, so the meaning of the second word is driving away the gay. The picture of this pun sticker supports both words meaning. Of course, the picture of flamingo represents the first meaning which is a

far away flamingo bird. Then, the choice of pink colour represents the flaming guy who should go away.

### C. Hardcore

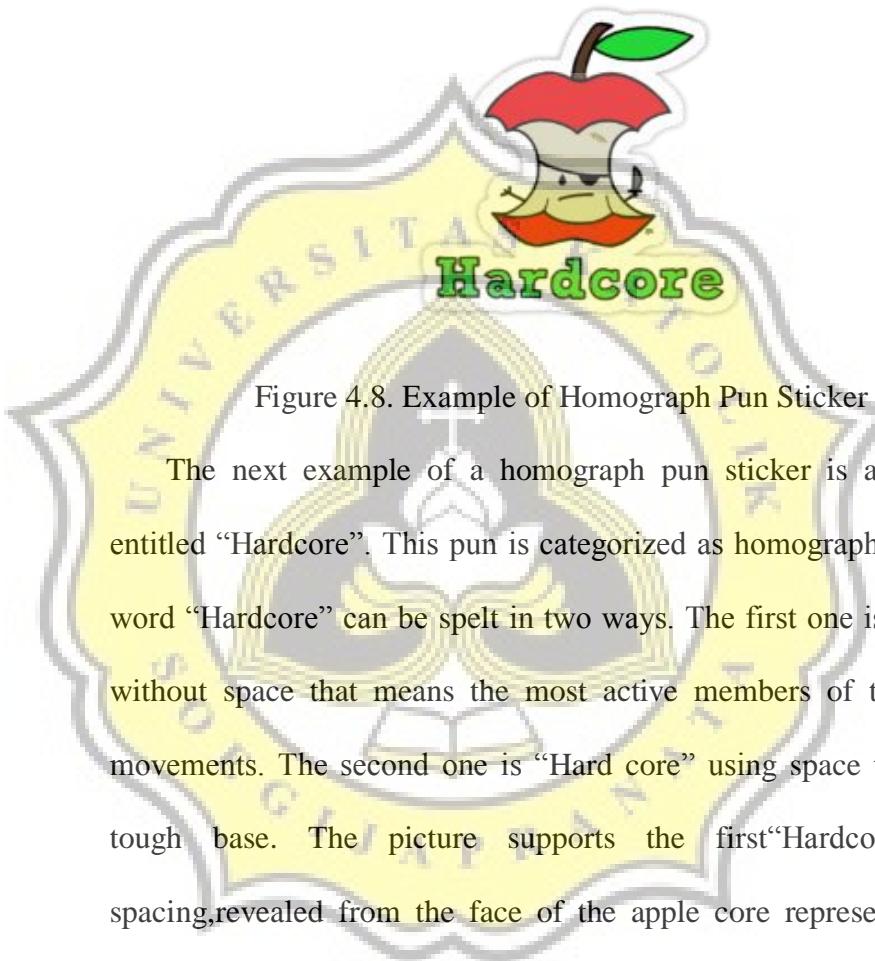


Figure 4.8. Example of Homograph Pun Sticker C

The next example of a homograph pun sticker is a pun sticker entitled “Hardcore”. This pun is categorized as homograph because the word “Hardcore” can be spelt in two ways. The first one is “Hardcore” without space that means the most active members of the group or movements. The second one is “Hard core” using space that means a tough base. The picture supports the first “Hardcore” without spacing, revealed from the face of the apple core represents someone who is tough and keeps the spirit to obtain the goals. On the other hand, the choice of using apple core represents the “Hard core” which means the base of apple.

#### D. Putin on a show



Figure 4.9. Example of Homograph Pun Sticker D

This pun is categorized as Homograph pun. The words “Putin on a show” will have two different meanings. The word “Putin” indicates two meaning. The first one is “Putin” without space defined as a name of the public figure, Vladimir Putin, the Russian president. The meaning of the first sentence is “Putin (a name)joins the show”. The second one is “Put in” using space means to insert something. The meaning of the second sentence is “Insert something on a show”. Moreover, the picture of this pun which is a silhouette of Vladimir Putin, depicts both meanings. This puns’ creator deliberately used a silhouette photo, so the readers can insert something on that picture.

#### E. Butter



Figure 4.10. Example of Homograph Pun Sticker E

The pun sticker entitled “Butt-er” also can be categorized as homograph. The word “Butt-er” indicates two meanings. The first one is “Butter” without space. The meaning of the first word is margarine. The second one, “Butt-er” using space, means the bottom part of body which is bigger. The picture represents both meanings. A piece of butter describes the butter itself. Then, the booty picture on the side of the butter implies the big butt.

#### 2.1.3. Paronym

Paronym is one type of pun that has similarity on the structure, but not identical on the phonological or orthographical aspect. Paronym category is not exactly the same as the homonym category. In the homonym category, the words should be identical on both phonological and orthographical aspect. On the other hand, paronym category is weaker than homonym (homophone and homograph) category. Moreover, the pun will be funny if it is containing two words that are not related to specific context.

##### A. Cello!



Figure 4.11. Example of Paronym Pun Sticker A

Pun sticker entitled “Cello!” is one example of paronym pun. This pun is categorized as paronym pun because the word “Cello!” is similar to the word “Hello!”. The word “Cello!” and “Hello!” are similar to the orthographical aspect. The difference between those two words is only on the first alphabet, which are “H” and “C”. Those words have no relation in context. The first word “Cello!” means a bass instrument of a violin family. The second word “Hello!” means a greeting to someone.

B. Thank you very mochi

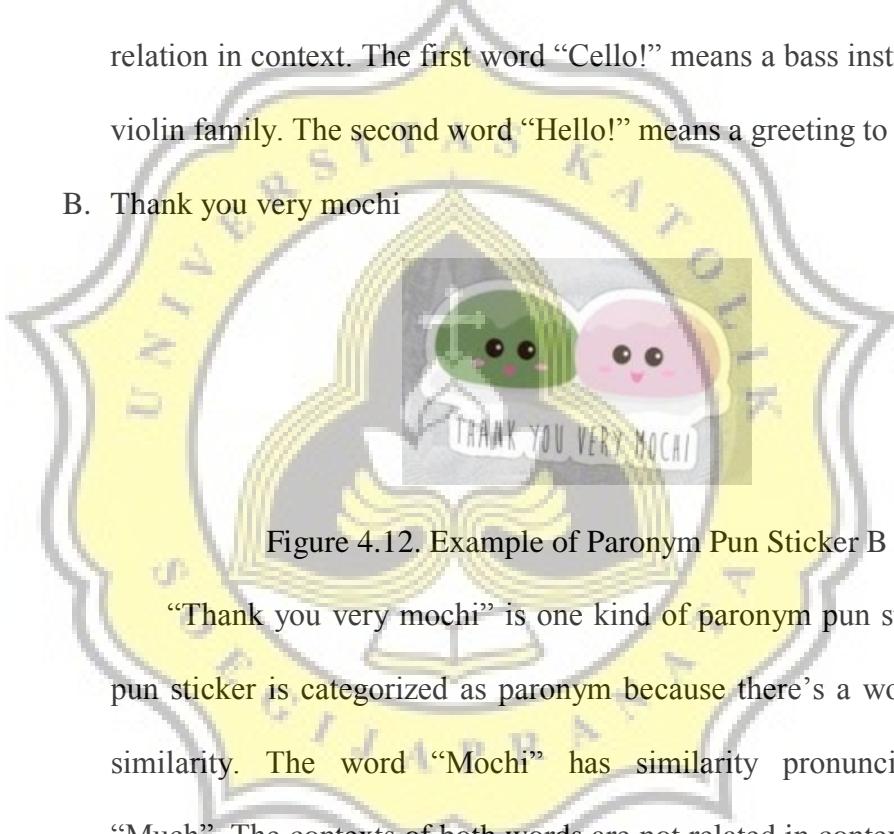


Figure 4.12. Example of Paronym Pun Sticker B

“Thank you very mochi” is one kind of paronym pun sticker. This pun sticker is categorized as paronym because there’s a word that has similarity. The word “Mochi” has similarity pronunciation with “Much”. The contexts of both words are not related in context. Mochi is a sweet Japanese rice cake made from glutinous rice. However, “Much” is a large amount of something. Those words have the same word structure by using “M” alphabet as the beginning, and using “CH” alphabet in the middle of the word. The picture supports the word “Mochi”, but the sentence supports the word “Much”.

### C. Instaham

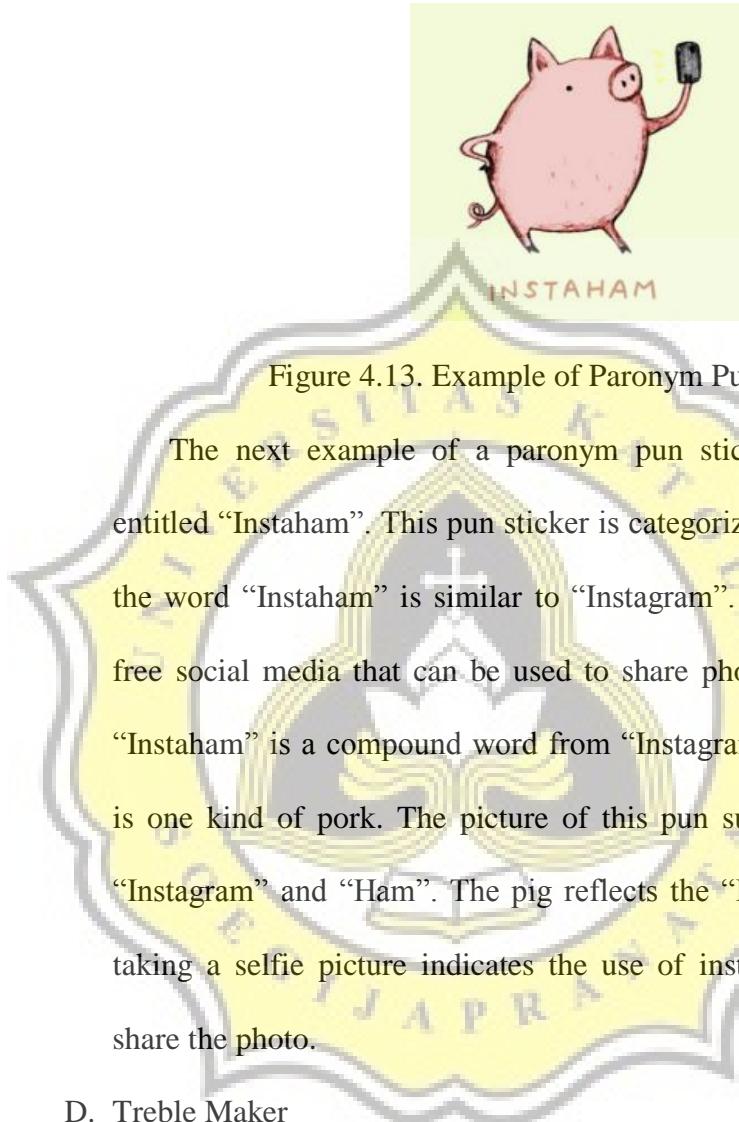


Figure 4.13. Example of Paronym Pun Sticker C

The next example of a paronym pun sticker is the pun sticker entitled “Instaham”. This pun sticker is categorized as paronym because the word “Instaham” is similar to “Instagram”. Instagram itself means free social media that can be used to share photos. Besides, the word “Instaham” is a compound word from “Instagram” and “Ham”. “Ham” is one kind of pork. The picture of this pun supports both the words “Instagram” and “Ham”. The pig reflects the “Ham”. Then, the act of taking a selfie picture indicates the use of instagram social media to share the photo.

### D. Treble Maker



Figure 4.14. Example of Paronym Pun Sticker D

This pun sticker is categorized as paronym because the word "treble maker" is similar to the word "trouble maker". The first word, "treble maker" means treble music or instrument that produced high voice. However, the second word, "trouble maker" means a person who habitually causes more problems for others. The picture is so simple. It consists of two words, "treble" and "maker" with a chord. The word "treble maker" intends the viewer to think about "trouble maker" which means rioters. Then, the chord represents the "treble" as an instrument.

E. Corn to be wild

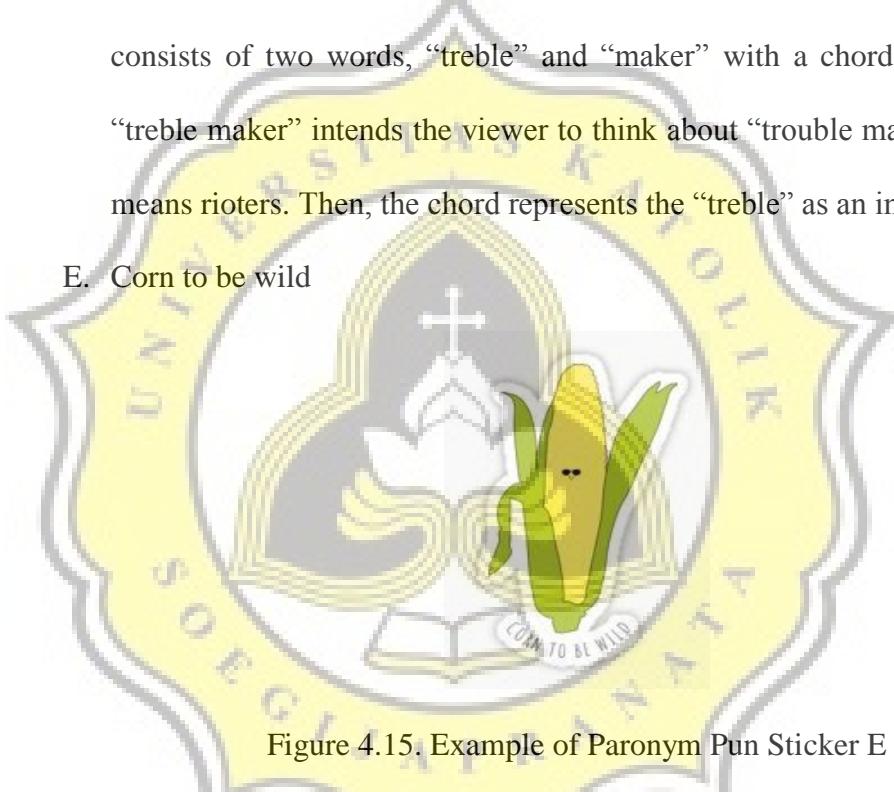


Figure 4.15. Example of Paronym Pun Sticker E

The last pun sticker entitled "Corn to be wild" is one of the examples of paronym pun sticker. This pun is categorized as paronym pun because it has similar phonologically and orthographically to "Born to be wild". The picture which is corn represents the word "Corn" itself. The sentence under the picture, the word "Corn to be wild", intends the viewers to think that it is a famous slogan "Born to be wild".

## 2.2. Functions of Pun Stickers

There are four functions of pun found on pun sticker. They are Humorous, Sarcastic, Persuasive, and Aesthetic. On this study, the writer found that all of the pun stickers had a humorous function. Furthermore, the function of the pun sticker could be a combination of one function with other function. Then, the writer divided the category of the functions on pun stickers into 4. They are Humorous, Humorous-Sarcastic, Humorous-Persuasive, and Humorous Aesthetic. Here's the category of the function of pun sticker.

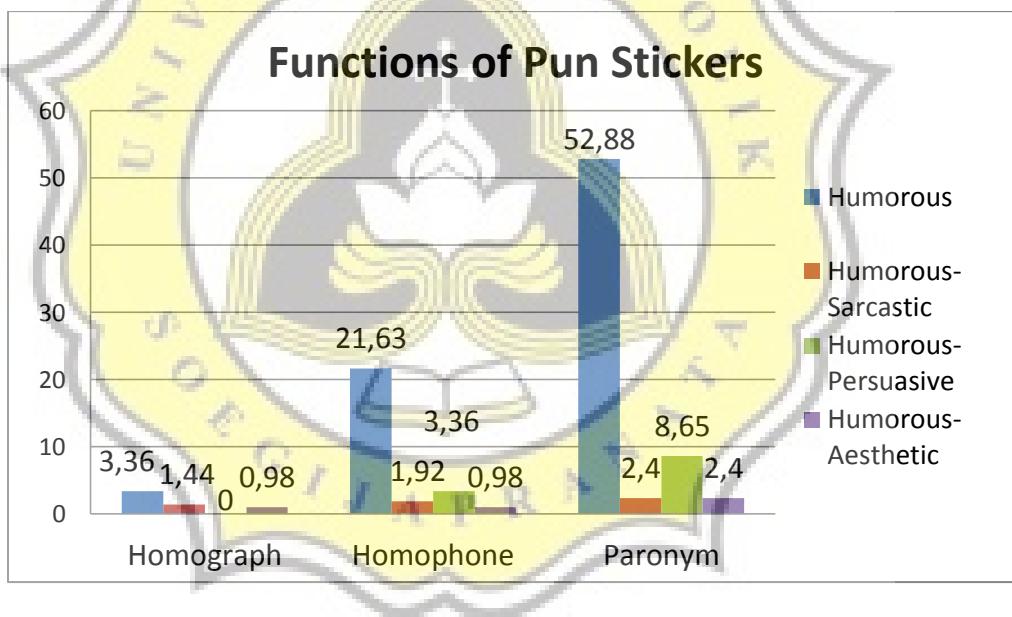


Figure 4.2. Functions of Pun

Figure 4.2. presents the classification of the function mostly found on pun sticker. The table shows that puns containing humorous function only are dominant. First, there are 162 out of 208 pun stickers have a humorous function only. It is around 77.88% pun stickers categorized on humorous

function. Second, there are 25 pun stickers categorize on the next function, Humorous-Persuasive. It is around 12.02% in pun stickers categorized on Humorous-Persuasive function. Third, there are 12 pun stickers or 5.77% of pun stickers categorized in Humorous-Sarcastic. Moreover, the least function found in pun stickers is Humorous-Aesthetic with 9 pun stickers or around 4.33% from the total pun stickers.

The humorous function is the dominant function on pun stickers. It is because the purpose of pun is to include a pun on the sticker is to entertain viewers by humour. This argument was strengthening by Zhang (2018). Zhang (2018) also did research about puns in The Big Bang Theory series. In his conclusion, he mentioned that the humorous function is the most important one in the series.

Humorous-Aesthetic function seems difficult to be found in pun stickers because it seems a little bit hard to make a pun sticker containing the humorous and aesthetic function. To make the humorous-aesthetic pun sticker, it needs language skills and knowledge. Zhang(2018) showed that aesthetic puns on The Big Bang Theory series were relatively less in number.

Furthermore, the writer found that the function of the pun sticker can be a combination of one function with another function. Definitely, the humorous function is embedded in all of the pun stickers' function. It is caused by the function of pun itself which is to entertain people by using humorous effects.

The other functions, persuasive, sarcastic, and aesthetic are mostly found as the second function on pun stickers.

The writer put some detail interpretation about the functions of pun sticker to emphasize the analysis. Because of the limitation of times and pages, only five examples of pun stickers from each category to be analyzed deeply.

#### 2.2.1. Humorous

The humorous function is the dominant function that the writer found in pun stickers. The purpose of a humorous pun is to gain comic effects. The humorous pun is used to entertain people. Pun's ambiguity will bring up the comedy to get people's attention. Then, the humour directs people's relaxation by laugh out loud.

##### A. It's Fry-day

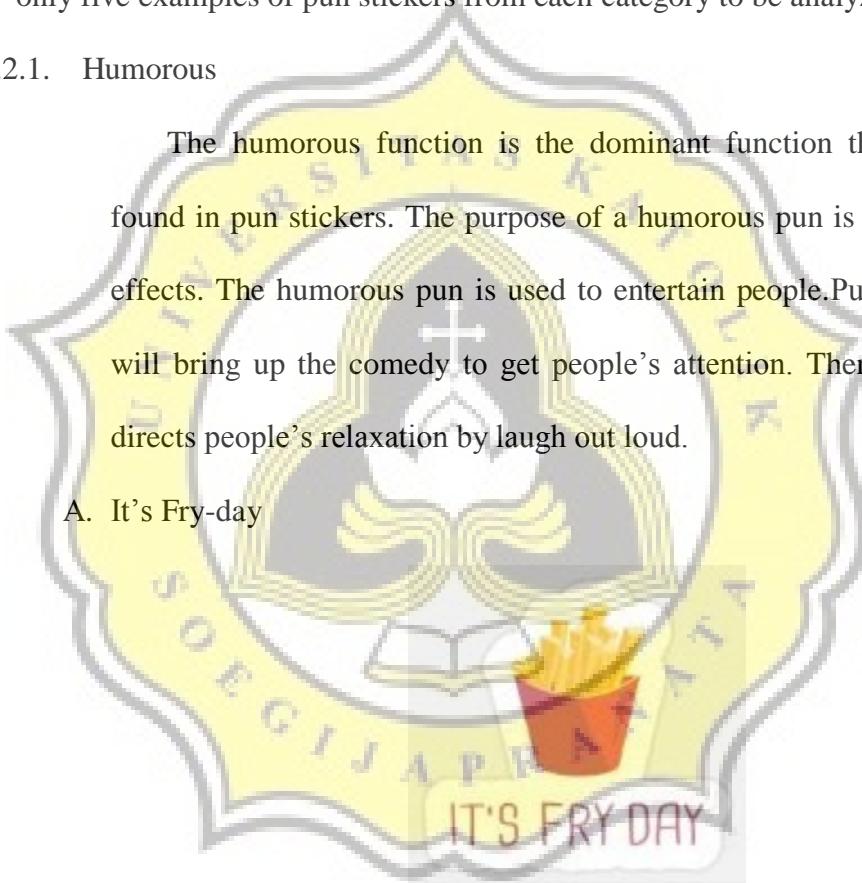


Figure 4.16. Example of Humorous Pun Sticker A

The pun entitled “It’s Fry-day” is categorized as a humorous function because there’s an ambiguity when pronounced the word “Fry-day” and “Friday”. Even it has similar sounds, those words, “Fry-day” and “Friday” have exactly different meanings. This similar sounds may

cause mishearing and misunderstanding. Then, it brings up the humorous effect.

#### B. Butterfly

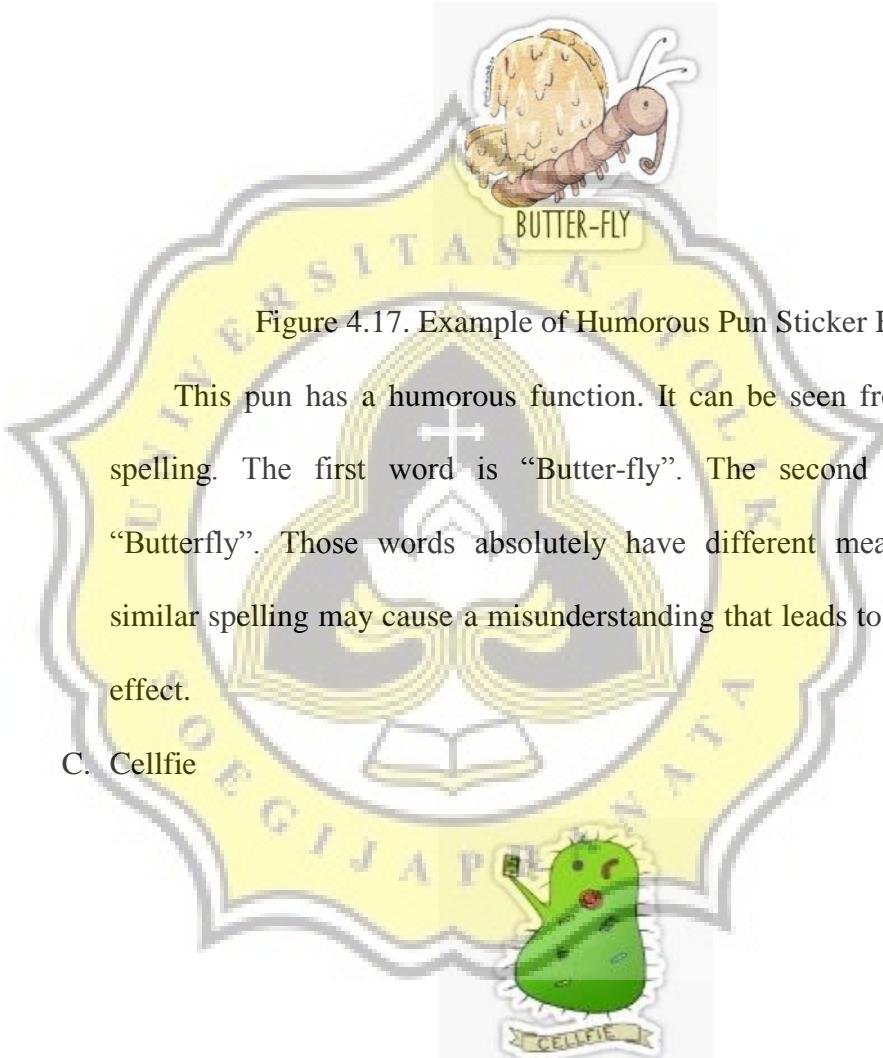


Figure 4.17. Example of Humorous Pun Sticker B

This pun has a humorous function. It can be seen from multiple spelling. The first word is “Butter-fly”. The second one is the “Butterfly”. Those words absolutely have different meanings. This similar spelling may cause a misunderstanding that leads to a humorous effect.

#### C. Cellfie

Figure 4.18. Example of Humorous Pun Sticker C

The pun entitled “Cellfie” is one kind of humorous pun sticker. The humorous effect pops up when the picture depicts a cell which wants to

take a selfie. The explanation word under the picture, Cellfie, is also similar to the word “Selfie” itself.

#### D. Zombee

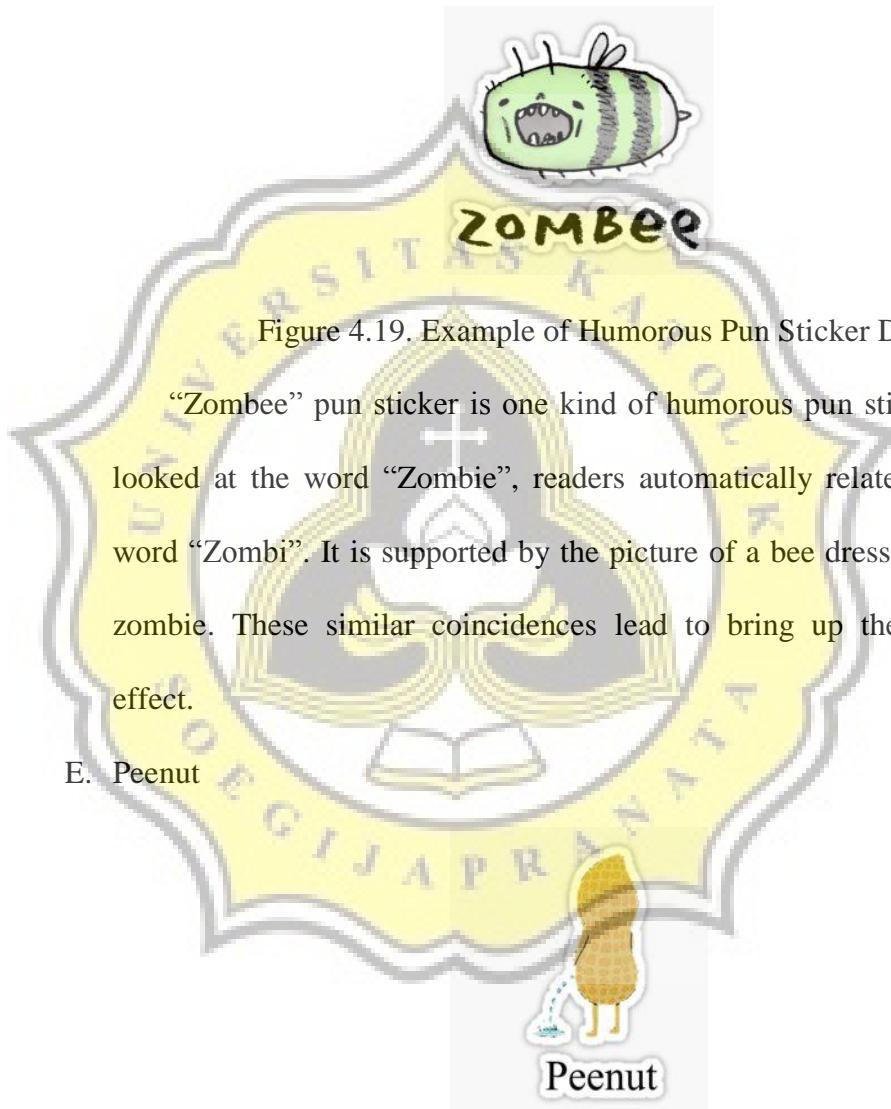


Figure 4.19. Example of Humorous Pun Sticker D

“Zombee” pun sticker is one kind of humorous pun sticker. When looked at the word “Zombie”, readers automatically relate it into the word “Zombi”. It is supported by the picture of a bee dressed up like a zombie. These similar coincidences lead to bring up the humorous effect.

#### E. Peenut

Figure 4.20. Example of Humorous Pun Sticker E

This pun is categorized into a humorous pun sticker. The pun entitled “Peenut” shows the humorous picture, a nut which is pee. The

explanation word below the picture also supported this humorous pun sticker. These similar words between “peanut” and “peenut” and supported by the picture, successfully brings the humorous effect to readers.

#### 2.2.2. Humorous-Persuasive

The humorous-persuasive function is one kind of combination functions that are found by the writer on the pun sticker. This function consists of the humorous function itself, and persuasive function. A pun that has persuasive function is the pun that can be used to persuade someone to do something followed by the pun’s aims. It influenced the readers’ mind and did the pun user’s aims. Moreover, Humorous-Persuasive pun is a pun that can be used to persuade someone to do things with a humorous sentence that brings up the humorous effect.

A. Leaf it Out

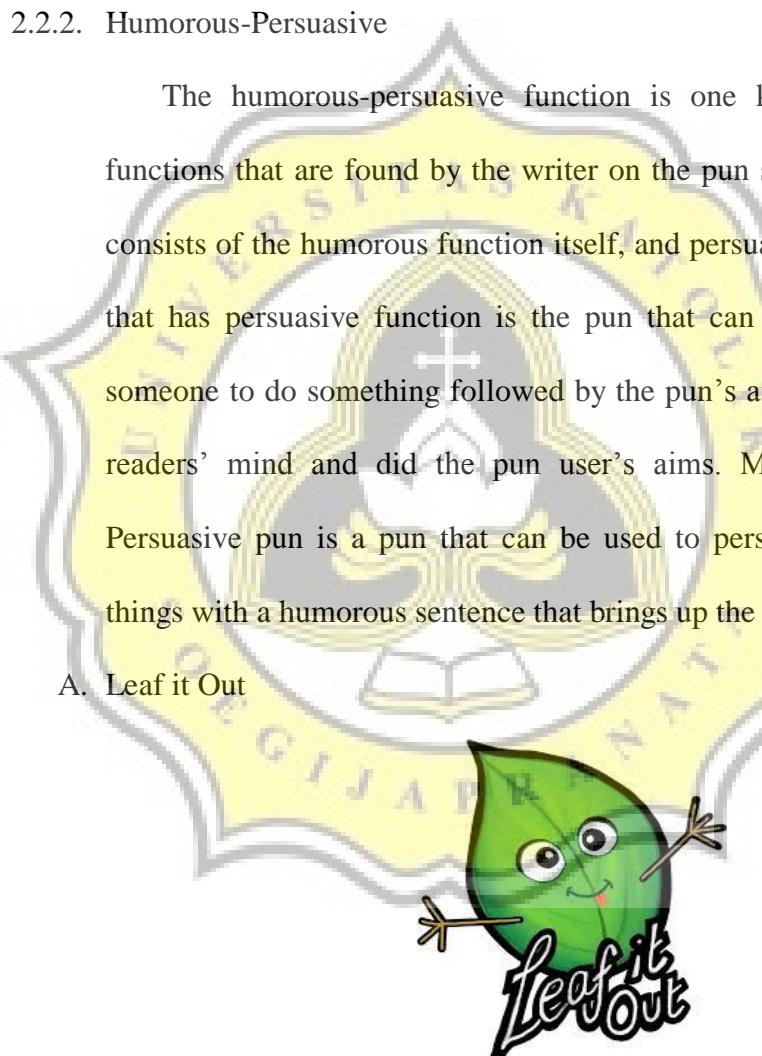


Figure 4.21. Example of Humorous-Persuasive Pun Sticker A

The pun sticker entitled “Leaf it Out” is one example of a Humorous-Persuasive pun sticker. This pun is categorized as a

Humorous-Persuasive function because this pun has both persuasive and humorous aspects. This pun tends to mean “Leave it Out” which is one example of a persuasive sentence. The change of the word “Leave” become “Leaf”, and the picture which is a leaf that wants to be free, is the humorous aspect.

B. Toucan Do It!

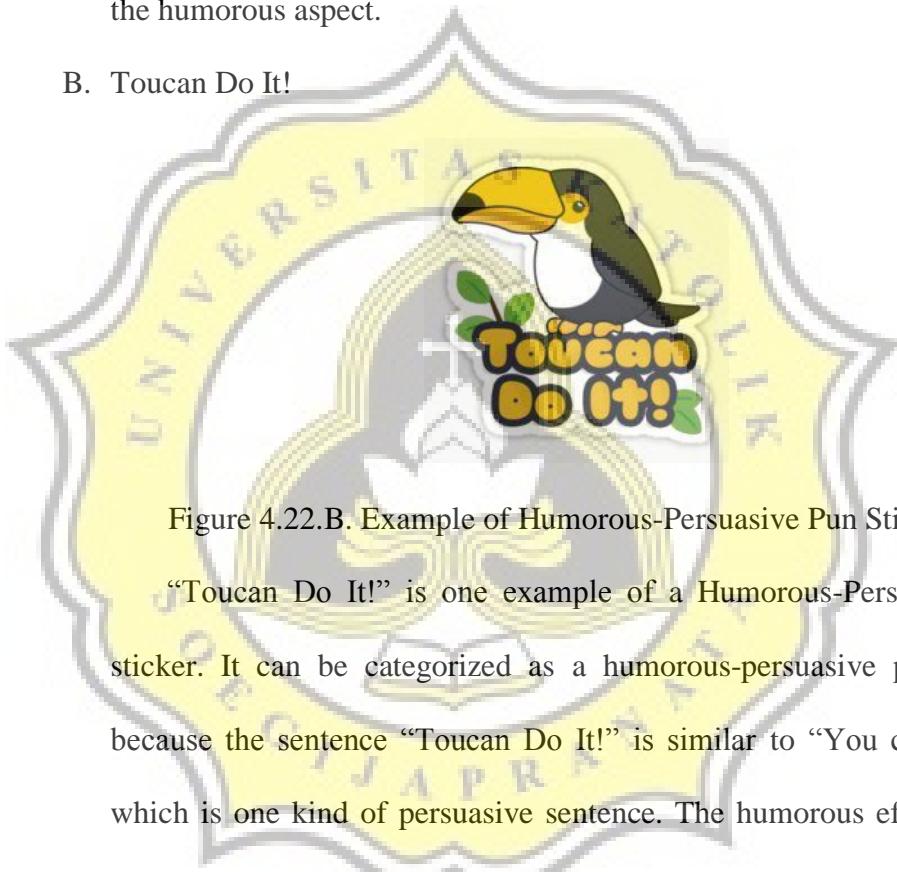


Figure 4.22.B. Example of Humorous-Persuasive Pun Sticker B

“Toucan Do It!” is one example of a Humorous-Persuasive pun sticker. It can be categorized as a humorous-persuasive pun sticker because the sentence “Toucan Do It!” is similar to “You can do it!”, which is one kind of persuasive sentence. The humorous effect comes when comparing the words “Toucan” and “you can”. If a toucan can do it, why you cannot do it?”

C. Peas Be Mine



Figure 4.23. Example of Humorous-Persuasive Pun Sticker C

Pun sticker entitled “Peas Be Mine” is an example of a Humorous-Persuasive pun sticker. The sentence “Peas be mine” is similar to the “Please be mine” which persuade someone to be his/her girl/boyfriend. The pun of “peas” and “please” brings up a humorous effect.

D. Lettuce Do Our Best

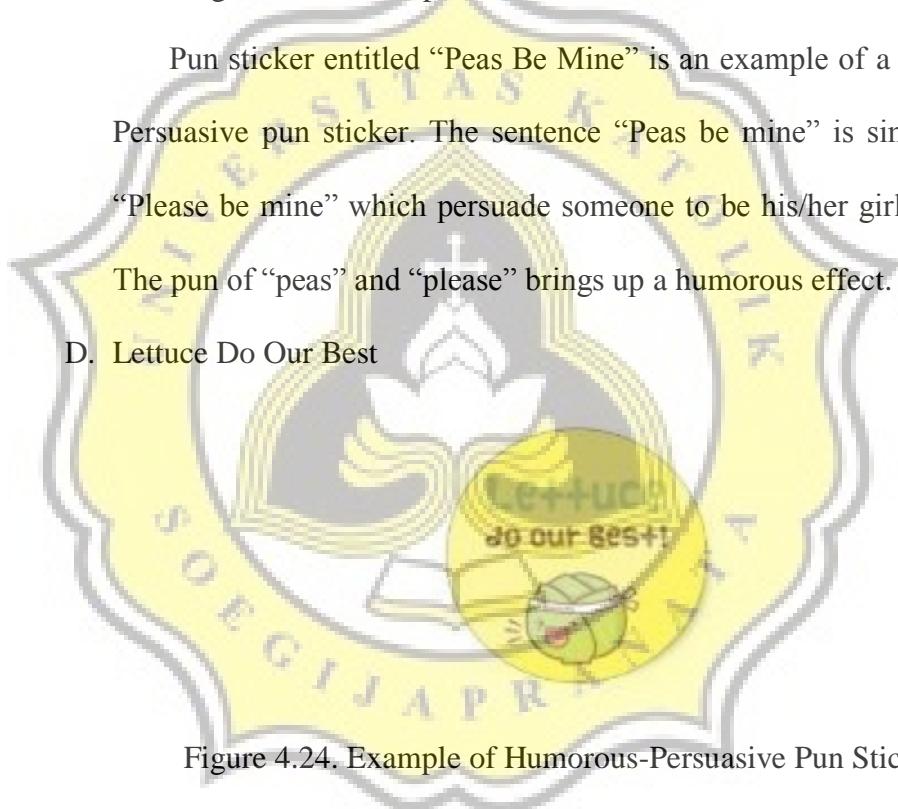


Figure 4.24. Example of Humorous-Persuasive Pun Sticker D

This pun is one example of a Humorous-Persuasive pun sticker. It can be seen from the sentence above the picture “Lettuce Do Our Best”. This sentence is similar to a persuasive word “Let us do our best” in which supporting us not to easily give up. The supported picture which is lettuce which uses a white headband more emphasize the persuasive

effect. Then, the changed of the word “Let us” into “Lettuce” and supported by a lettuce picture also brings a humorous effect.

#### E. Always Be Pawsitive

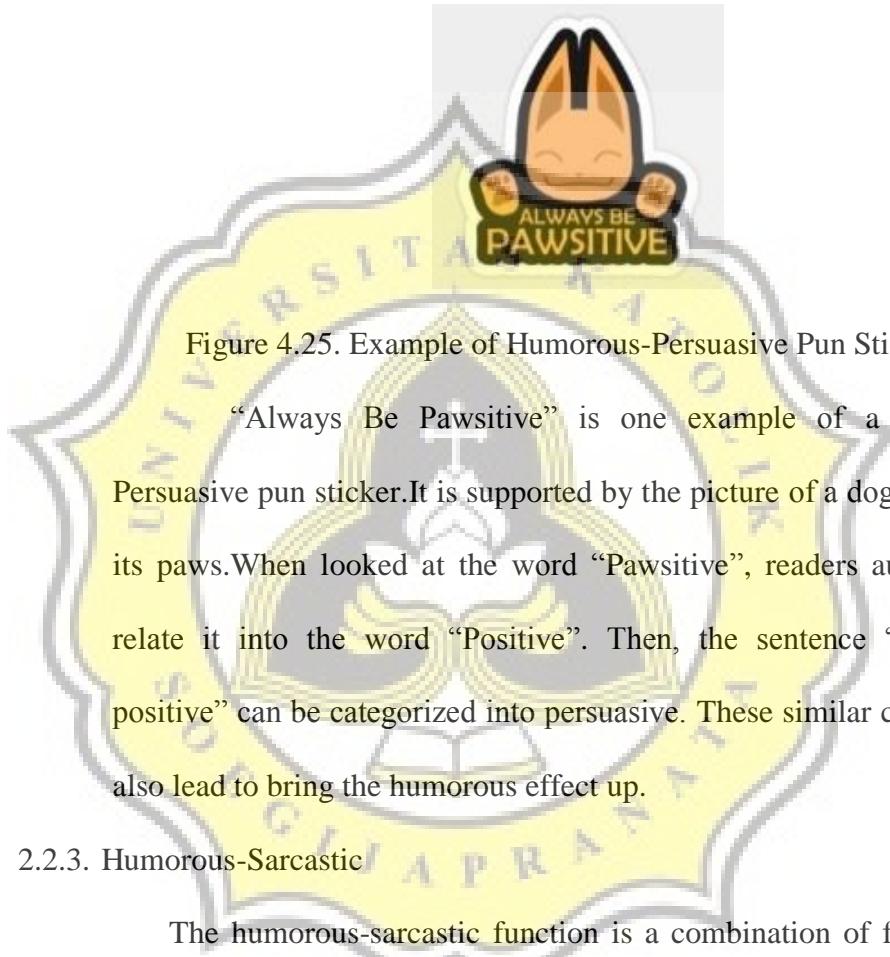


Figure 4.25. Example of Humorous-Persuasive Pun Sticker E

“Always Be Pawsitive” is one example of a Humorous-Persuasive pun sticker. It is supported by the picture of a dog’s face with its paws. When looked at the word “Pawsitive”, readers automatically relate it into the word “Positive”. Then, the sentence “Always be positive” can be categorized into persuasive. These similar coincidences also lead to bring the humorous effect up.

#### 2.2.3. Humorous-Sarcastic

The humorous-sarcastic function is a combination of functions on the pun sticker between humorous function and sarcastic function. Humour sometimes leads to the development of satire jokes. According to Zhang (2018), humour and satire in pun reflect the intelligence and ridiculous forms of the user of pun itself. A pun can be used to satirize some phenomena in a human’s life. There are lots of inequalities in this

world that should be criticized. A pun can be used as a medium to criticize things in a subtle way by making it as a humour with sarcastic effects.

#### A. Putin on a show

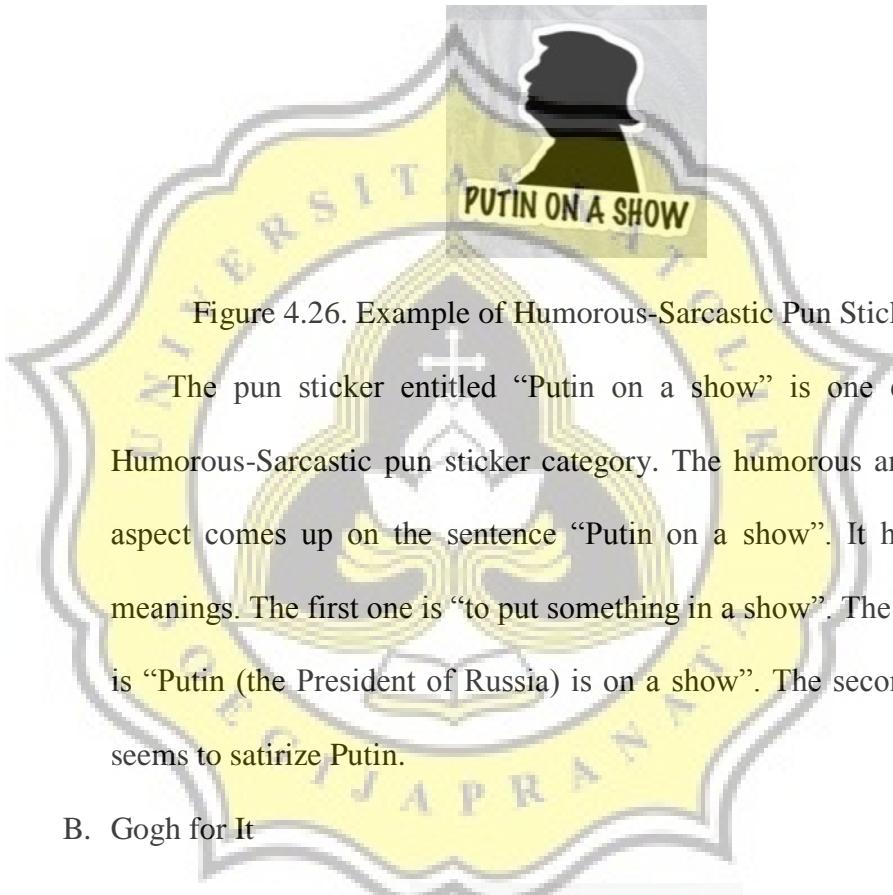


Figure 4.26. Example of Humorous-Sarcastic Pun Sticker A

The pun sticker entitled “Putin on a show” is one example of Humorous-Sarcastic pun sticker category. The humorous and sarcastic aspect comes up on the sentence “Putin on a show”. It has multiple meanings. The first one is “to put something in a show”. The second one is “Putin (the President of Russia) is on a show”. The second meaning seems to satirize Putin.

#### B. Gogh for It

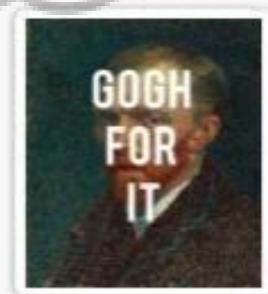


Figure 4.27. Example of Humorous-Sarcastic Pun Sticker B

“Gogh for it” pun sticker is categorized as Humorous-Sarcastic pun sticker. This sentence has a similar sound to “Go for it”. The word “Gogh” is a famous painter who has a mental illness. The meaning will be sarcastic and humorous when someone changes the “Go” into “Gogh”. The meaning will change into “Go crazy for it”.

- C. There is no planet B

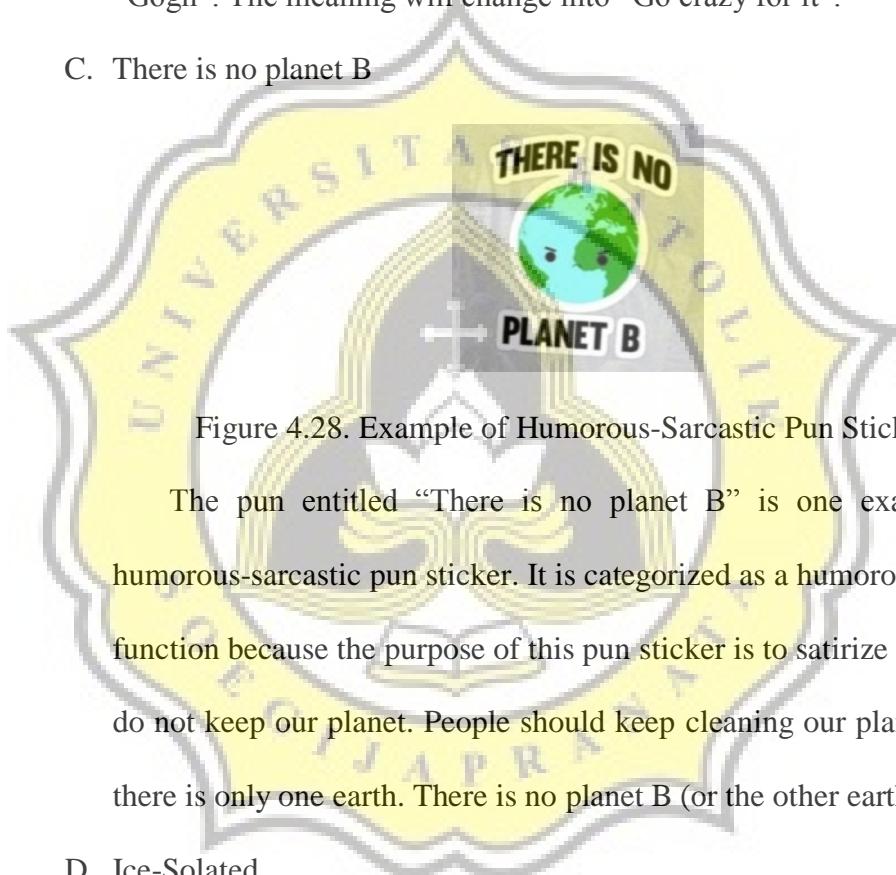


Figure 4.28. Example of Humorous-Sarcastic Pun Sticker C

The pun entitled “There is no planet B” is one example of a humorous-sarcastic pun sticker. It is categorized as a humorous-sarcastic function because the purpose of this pun sticker is to satirize people who do not keep our planet. People should keep cleaning our planet because there is only one earth. There is no planet B (or the other earth).

- D. Ice-Solated



Figure 4.29. Example of Humorous-Sarcastic Pun Sticker D

This pun sticker is an example of a Humorous-Sarcastic pun sticker.

The picture of an ice bear in which isolated on a piece of ice supported the word “ice-solated”. There’s a funny irony when this pun is related to the word “isolated”.

E. Show me your boo-tea

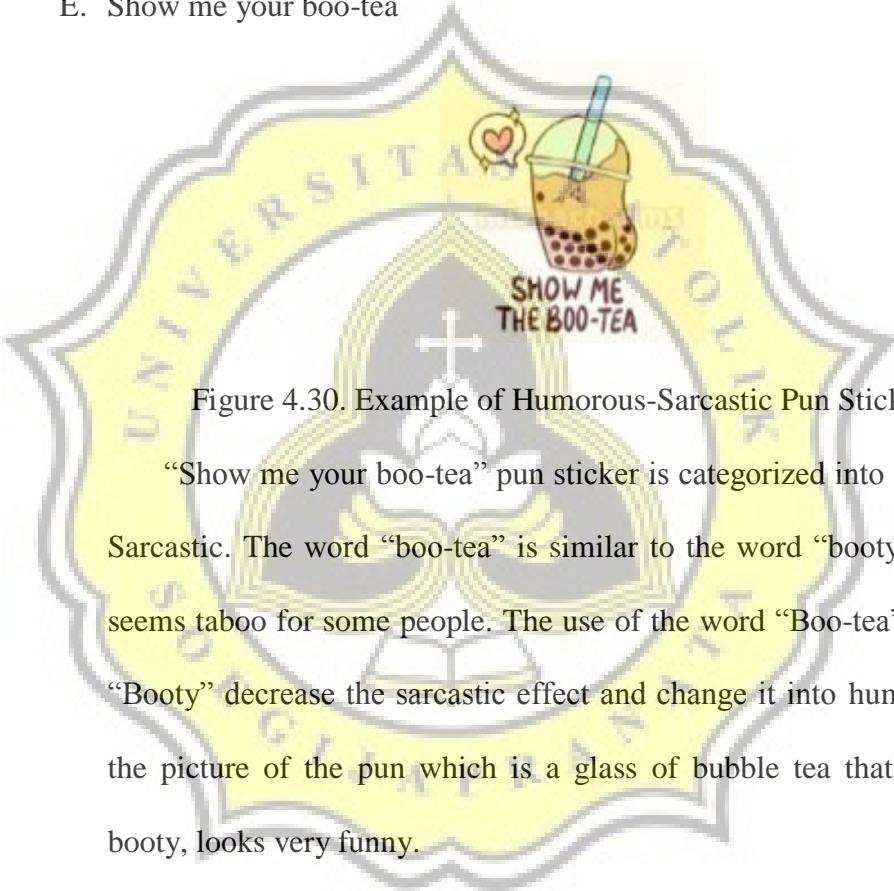


Figure 4.30. Example of Humorous-Sarcastic Pun Sticker E

“Show me your boo-tea” pun sticker is categorized into Humorous-Sarcastic. The word “boo-tea” is similar to the word “booty” in which seems taboo for some people. The use of the word “Boo-tea” instead of “Booty” decrease the sarcastic effect and change it into humour. Then, the picture of the pun which is a glass of bubble tea that shows the booty, looks very funny.

#### 2.2.4. Humorous-Aesthetic

The humorous-aesthetic function is one kind of pun function that the writer found on pun stickers by combining the humorous function and aesthetic function. Aesthetic function depicts from the use of sophisticated words to express someone’s aims in pun is more interesting than a usual

pun. By using language skills and knowledge, people can blend some sophisticated words and structures into a new and unique riddle. The form of pun on an aesthetic function including the rhythm and tune, acronym words, figures of comparison and hyperbole. The new structures or riddles sometimes consist of a humorous effect.

A. Butter

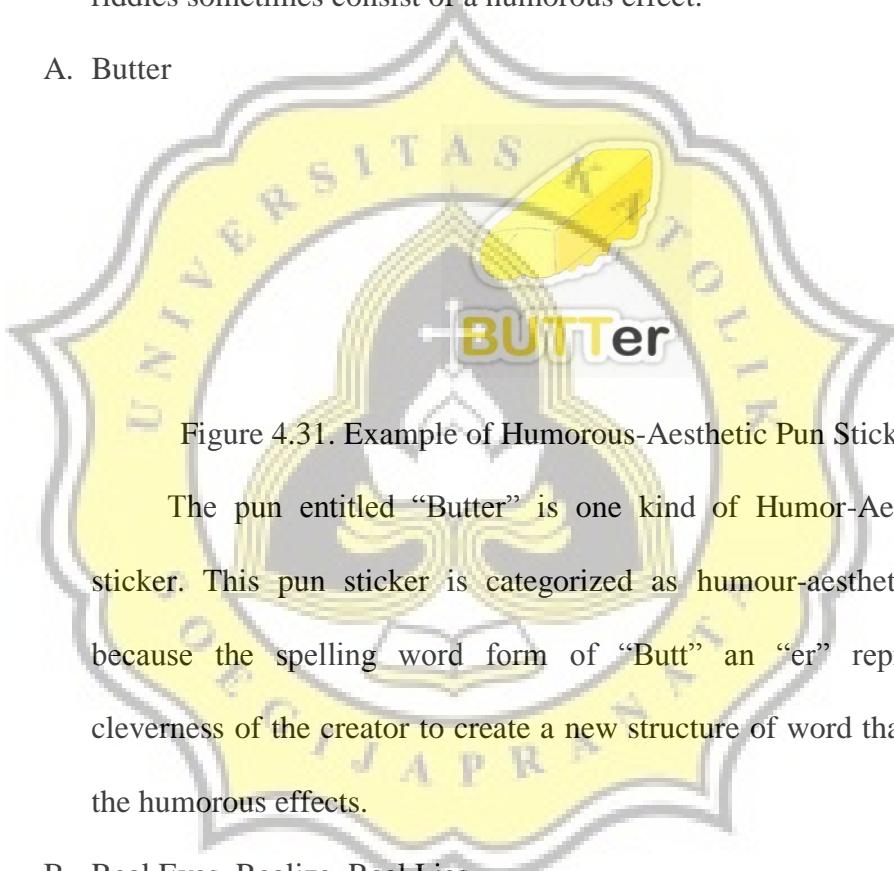


Figure 4.31. Example of Humorous-Aesthetic Pun Sticker A

The pun entitled “Butter” is one kind of Humor-Aesthetic pun sticker. This pun sticker is categorized as humour-aesthetic function because the spelling word form of “Butt” an “er” represents the cleverness of the creator to create a new structure of word that brings up the humorous effects.

B. Real Eyes, Realize, Real Lies



Figure 4.32. Example of Humorous-Aesthetic Pun Sticker B

“Real Eyes, Realize, Real Lies” pun sticker is one kind of Humorous-Aesthetic pun sticker. It is categorized on humorous-aesthetic because of the rhymes of this pun sticker. Those three words, Real Eyes, Realize, and Real Lies, sounds similar and create a good rhythm. When those three words are combining, the meaning would be so funny. The meaning is “the real eyes would realize the real lies”.

C. Hangry

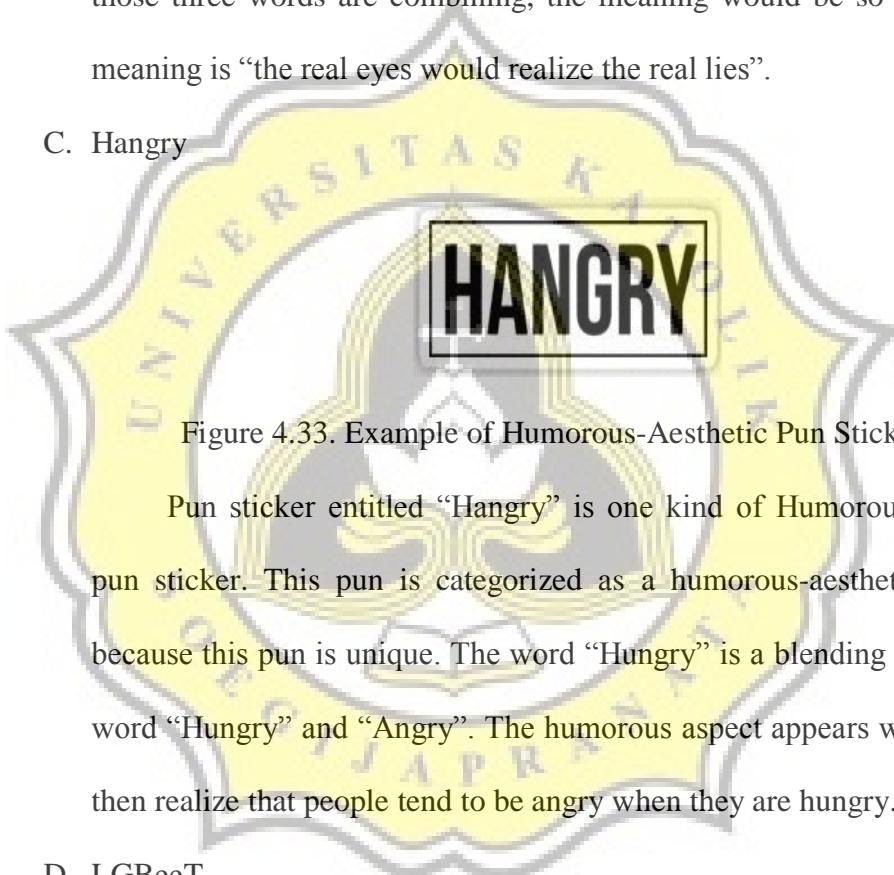


Figure 4.33. Example of Humorous-Aesthetic Pun Sticker C

Pun sticker entitled “Hangry” is one kind of Humorous-Aesthetic pun sticker. This pun is categorized as a humorous-aesthetic function because this pun is unique. The word “Hungry” is a blending form of the word “Hungry” and “Angry”. The humorous aspect appears when people then realize that people tend to be angry when they are hungry.

D. LGBeeT



Figure 4.34. Example of Humorous-Aesthetic Pun Sticker D

This pun is one example of a Humorous-Aesthetic pun sticker. This pun tends the readers to read “LGBT” which is an initialism that stands for “Lesbian, Gay, Bisexual, Transgender”. Then, the use of a picture of Bee instead of the word “B” shows the creativity of this pun’s creator to make the humorous and aesthetic effect.

E. Brrrito

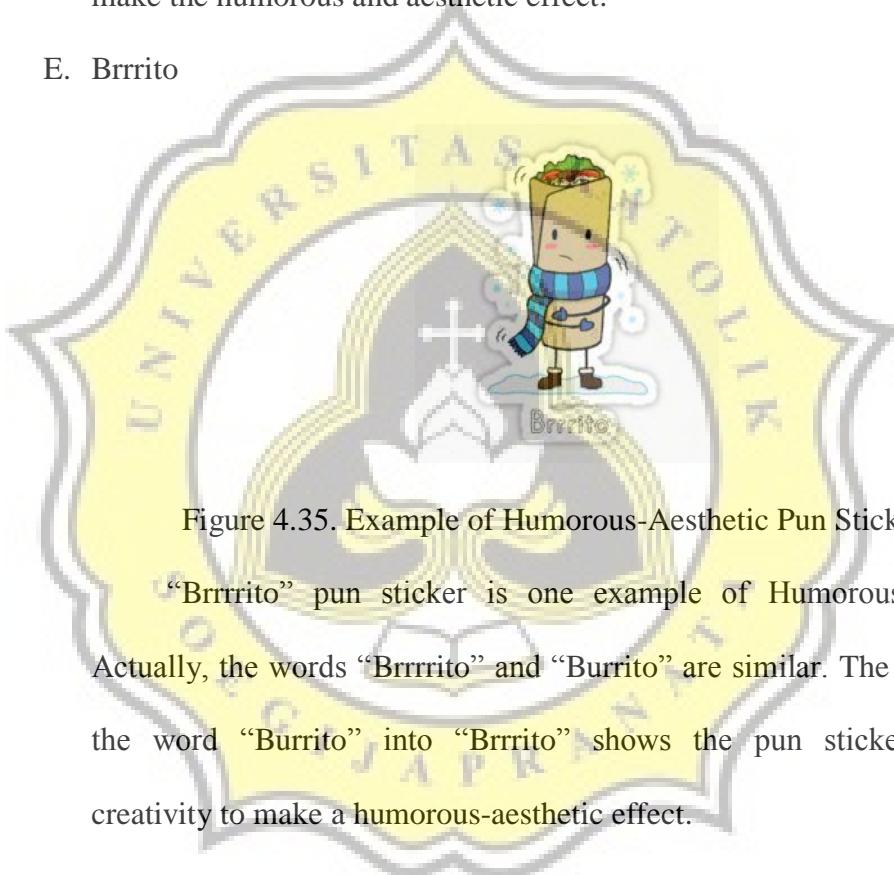


Figure 4.35. Example of Humorous-Aesthetic Pun Sticker E

“Brrrito” pun sticker is one example of Humorous-Aesthetic. Actually, the words “Brrrito” and “Burrito” are similar. The change of the word “Burrito” into “Brrrito” shows the pun sticker creator’s creativity to make a humorous-aesthetic effect.

### **2.3. General findings**

Online pun stickers are generally complied with the media in which they were stuck. They mostly found in multimodality which are on both verbal and visual elements. The combination of those elements in multimodality, verbal and visual, really helps the creators of the puns to explain the puns' meanings.

This study also revealed that pun stickers could be analyzed deeply. Through this study, the writer found that there were several types of pun stickers. Surprisingly, the functions of pun stickers are not only on humorous function. There are the sarcastic function, persuasive function, and aesthetic function, besides humorous function.