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AN ANALYSIS OF HUMOR DELIVERY TYPES AND FUNCTIONS IN *FAMILY FEUD FUNNY MOMENT*

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Abstract

Humor has played an important role in daily communication and interaction in different context and culture. The purposes of this research are : 1) to find out the types of humor delivery found in Family Feud Funny Moment; 2) to describe the function of humor delivery found in Family Feud Funny Moment. This research used qualitative descriptive method. As many as 64 data of humor were collected by observing and note taking method. All data which were obtained were analyzed by using the humor theories in order to get the types of humor delivery and the function of Humor by Attardo (1994) to get the function. The results show that the types of humor delivery implemented three different humor delivery theories, namely release, incongruity and superiority. Of the three theories implemented, incongruity became the most dominant theory used in delivering humors which were found in 33 parts of deliveries or 51,56%. . The second result showed that there were four different functions of humor delivery found in Family Feud Funny Moment, such as defunctionalization, mediation, social management, and decommitment function. The most frequent function appeared in this event was as follow the as defunctionalization as many as 22 data (34,37%).

Keyword: *Humor, Family Feud, Steve Harvey*

Abstrak

Humor telah berperan penting dalam komunikasi dan interaksi sehari-hari pada konteks dan budaya yang berbeda. Tujuan dari penelitian ini adalah: 1) untuk mengetahui jenis penyampaian humor yang ditemukan dalam acara *Family Feud Funny Moment* ; 2) untuk mendeskripsikan fungsi penyampaian humor yang terdapat dalam *Family Feud Funny Moment*. Penelitian ini menggunakan metode deskriptif kualitatif. Sebanyak 64 data humor dikumpulkan dengan metode observasi dan teknik catat. Semua data yang diperoleh dianalisis dengan menggunakan teori humor untuk mendapatkan jenis penyampaian humor dan fungsi Humor menurut Attardo (1994) untuk merepresentasikan fungsi humor. Hasil penelitian menunjukkan bahwa jenis penyampaian humor menerapkan tiga teori penyampaian humor yang berbeda, yaitu teori pelepasan, ketidaksesuaian dan keunggulan. Dari ketiga teori yang diimplementasikan, teori keganjilan menjadi teori yang paling dominan digunakan dalam penyampaian humor yaitu sebanyak 33 data (51,56%). Hasil kedua menunjukkan bahwa terdapat empat fungsi penyampaian humor yang ditemukan dalam *Family Feud Funny Moment*, yaitu fungsi defungsionalisasi, mediasi, manajemen sosial, dan dekomitmen. Fungsi yang paling sering muncul dalam acara ini adalah defungsionalisasi yaitu sebanyak 22 data (34,37%).

Keyword: *Humor, Perseteruan Keluarga, Steve Harvey*

1. INTRODUCTION

Language is an important part of communication which can't be separated from human's life. One of forms language delivery can be seen in humor performance. The Cambridge Dictionary defines humor as the ability to be amused by something seen, heard, or thought about, sometimes causing people to smile or laugh, or the quality in something that causes such amusement. Since the 16th century, the idea of humor led to its use to refer to any behavior that might contain any deviation from social norms. Later, the term of humor was used to refer to a strange and bizarre person because this person is often considered the object of laughter or ridicule. Calling people the subject of laughter and ridicule as was considered the first step in associating the word "humor" with farce and laughter and in this way the word humorous brought into the realm of comedy (Martin, 2007).

Attardo (1994) has explained some of basic theories of humor according to some researcher namely the relief theory, the superiority theory and the incongruity theory. Based on the linguistic point of view, incongruity theory has become the most frequent chosen theory to analyze or to conduct researches about humor. The first theory is relief/release theory. It is undeniable that the most passionate interest for humor research was firstly initiated by psychologists, thus, the earliest efforts to formulate theories of humor were made in psychology field. Release humor can be seen as 'a way to remain sane'. Relief in terms of humor theory is most commonly associated with Freud's work in *Jokes and Their Relation to the Unconscious* (1960). The main premise behind humor encouraging relief is that the physical act of laughing provides a way of venting nervous energy from emotions that are not accepted by the society.

The second theory is superiority theory. Superiority theory concludes that laughter occurs as a reaction of to a feeling of 'sudden glory'. This feeling of glory is as a reaction to inferior object/person/group of people, or an inferior version of our-selves in the past. These inferior objects or characters are located in humor as the 'butt of the joke' Superiority theory indicates the use of humor by the society to correct deviant behavior (Attardo, 1994: 52). The last theory is incongruity theory. Incongruity becomes the most popular theories of humor due to the fact that humor arises from a certain discrepancy in a situation, an unexpected 'glitch'. Raskin quotes Mindess and explains that in jokes 'we are led along one line of thought and then booted out of it'. Incongruity theory proposes that in a joke (or humorous situation) there are two incongruous elements which are also linked in a way. In other words, the elements should not be entirely incongruous or the humor will not be

perceived (Raskin, 1985: 31-32). In incongruity theory, the audience member is led to expect a certain behavior, statement, chain of events and then is surprised and humor is produced by the misperception or unrecognized meaning.

Beside explaining the theories of humor, Attardo (1994) also divided four functions of humor, namely :

1. Social management: In this case, humor is a tool that facilitates interaction between members of a specific group of people and makes their bonding stronger (Attardo, 1994: 323).
2. Decommitment: (Attardo, 1994: 325) also says that decommitment is one of the humor functions, where the speaker denies any bad intention to say or his previous action that used humor when he/she receives a negative response from the listener. The speaker may protect her/his face by denying the negative effect of her/his utterance, through this function.
3. Mediation: If the speaker's statements are not socially accepted, he/she has the option to deny their sincerity by claiming that he was "only" joking (Attardo, 1994: 327).
4. Defunctionalization: The main function of language is to communicate and transmit information. When this function is canceled, the use of language is transformed for fun purposes. In different words, humor is used for leisure functions (Attardo, 1994: 329).
For example: A: What is the librarian's favorite color? B: Read.

Humor has a huge impact on people's lives every day, especially when it comes to communication. It helps make people's interactions more enjoyable by creating a relaxed and enjoyable atmosphere. It also helps to ease tension by giving us an outlet for our negative feelings instead of pushing them out in an aggressive way. It's seen as a powerful tool against the misfortune. There are several types of comedy that people execute and convey in different ways and for different goals according to Martin (2007: 10). Media outlets including television, radio, newspapers, and comedic films can occasionally offer humor. We can hear the hosts' humor when we listen to the radio. There are many different types of humor on television, including sitcoms, comedy shows, funny ads, and stand-up comedians. Regarding newspapers, there is usually a section with humorous and comical drawings. There are several types of comedy as well, including comedic films and lighthearted literature. In their speeches and lectures, politicians, spiritual leaders, and motivational speakers all employ humor.

One of the most TV programmes which has been presenting much humor and laugh is *Family Feud*. It is an American television [game show](#) created by [Mark Goodson](#). It features two families who compete to name the most popular answers to survey questions in order to win cash and prizes. The uniqueness of this TV programme is the way of the host's ability to create funny and pleasant moment during the event. One of the hosts who has been successful to increase the program rating as much as 40% and become the fifth-most-popular syndicated program is Steve Harvey.

2. RESEARCH METHOD

This is a qualitative descriptive research since it aims at describing the types and functions of humor delivery in *Family Feud*. The source of data was taken from funny moment of *Family Feud* adapted from <https://www.youtube.com/watch?v=Ef9m6ZB5FJk> which was hosted by Steve Harvey. The object of the data were all utterances containing humor. All data analyzed were collected by applying observing and note taking. The steps were conducted by accessing the website of the data source, listening the video, writing and selecting the utterances of humor, and the analyzing the utterances by using the theory of humor in order to find the types of it and using the function of humor in order to find the function of humor.

3. RESULT AND DISCUSSION

3.1. Result of the Research

After analyzing the data, the researcher found that there have been three theories in delivering the humors found in *Family Feud Funny Moment* which was hosted by Steve Harvey. They were relief theory, the superiority theory and the incongruity theory. There were 64 data of humor found in the *Family Feud Funny Moment*. Out of 64 data, as many as 33 humors or 51,56 % were classified using the incongruity theory. It became the most frequent theory which was implemented in delivering humor. While the releasing theory was implemented in 21 data of humor or equivalent with 32,81% and the rest as many as 10 data of humor or 15,62% were grouped into theory of superiority.

In term of humor function, it can be concluded that all the humor found as data analyzed represented the functions stated by Attardo. As many as 22 (34,37%) data of humor functioned as defunctionalization. The second most frequent function found was mediation which was equal to 17 number of data (26,56%), while the social management function was

represented in 13 data (20,31 %) and the last function was decommitment which show the denial of any harmful intent for action and the declaration by the speaker that he or she did not plan to continue, carry out, or take seriously an action that had been initiated placing 12 data or 18,75%.

3.2. The Types of Humor Theory Found in Family Feud Funny Moment

The part explains how the theories of humors were implemented in some of funniest moments in Family Feud. The expansion can be seen below.

Datum 7 (https://www.youtube.com/watch?v=5_AeEfISsZs)

Steve: “ Name something that makes your heart beat faster!”

Horla:” Angga”

Steve: ” Huh?”

Horla: “ Angga”

Steve:” Angga?” (Horla was nodding hoping that Steve got what he said)

Horla: ”Angga, ..Angga.. Angga..” (keep looking at Steve’s face to make him understand what he meant)

Steve: “Angga? Angga? Angga?.. Ang..Ang.. Ang..“ (Repeating the word “angga” many times to synchronize the meaning of the word with Horla and keep looking each other)

Horla: “ Angga.. when you angry..”

Steve : “Oh, angry? (realising the word referred to one of emotion and laughing as well as bowing feeling it so ridiculous. He kept walking around the stage since he actually got the word and said) Angga? Angga? Shut your damn mout, Angga! (Pointing the screen to make sure it’s up there)

This part of question of quiz was taken in the first round in *Family Feud*. The context is there’s a misunderstanding of meaning since the participant naming Horla mispronounced the word angry which should be pronounced as /'æŋ.gri/ instead of /ang'gA/. This misunderstanding was caused by a strong accent uttered by Horla as a Nigerian. This pronunciation wasn’t clearly understood by Steve as the host even they kept saying and looking “Angga” to each other. Finally the participant Horla emphasized with additional information “ When you angry “ even with such additional sentences, he still mispronounced the word as / 'Aŋ.gri/. They even didn’t realize that the flow of how each other tried to understand the meaning in high voice showing anger. Based on this analysis, it can be concluded that this part used the superiority theory.

As what it was stated before that this theory theory concludes that laughter occurs as a reaction of to a feeling of ‘sudden glory’. This feeling of glory is as a reaction to inferior

object/person/group of people, or an inferior version of our-selves in the past. This theory also indicates the use of humor by the society to correct deviant behavior. In the conversation, Horla can be placed as the inferior one since he couldn't pronounce the word correctly because of strong accent and this made the situation funny and contain humor.

Another analysis applying this theory also can be seen in datum (12) taken from <https://www.youtube.com/watch?v=GkLzoKIBn7E&t=49s>

Steve	: “ Name the worst thing that can happen in the wedding?”
Reabetswe	: “ There is no <i>pasta</i> ”
Steve	: Keep silent, felt confused and wrinkled his forehead
Reabetswe	: Pasta.. Pasta.. (keep saying it and his team supported him and clapped for him)
Steve	: “ I just told you that there's no food at wedding is exception” (feeling worried if Reabetswe understood the question)
Reabetswe	: (Trying to find another same meaning word with what he meant and asked his team to find the equivalent word) “ Preach..preacher..”
Steve	: (Suddenly laughed so hard until he threw the guided card in his hand and walking into the middle of the stage, kept laughing and bowing and saying) “ Oh, pasta.. There is no pasta.. Okay, there is no pasta” (looking at Reabetswe)

Based on this conversation, the funny part was caused by the mispronunciation of an African participant named Reabetswe who was supposed to say the word “ pastor” as /'pæs.tə/instead of /pAs:ta/. This part certainly created humor for the deviance of incorrectness in pronouncing the word. This part also showed the inferiority of the participant since English is not his first language so that an interference of his native language was brought when he spoke English.

The next theory of humor which can be seen in *Family Feud* is the release theory. Relief in terms of humor theory is most commonly associated with Freud's work in *Jokes and Their Relation to the Unconscious* (1960). The main premise behind humor encouraging relief is that the physical act of laughing provides a way of venting nervous energy from emotions that are not accepted by the society. This kind of theory can be implemented in datum (20)

Datum (20) adapted from <https://www.youtube.com/watch?v=jOtoV2ngA4o&t=3s>.

Steve : “ We asked 100 men, Jeremy. Name something of yours that your wife thinks is ours”
Jeremy : “ The house” (laughter and applause heard by the audience)
Steve : (laughing as well as holding his stomach, seeing to the audiences, saying)
“Wait.. Wait.., Jeremy, you think that your house?” (laughter)..
Another participant in the team saying : “ He’s not married , Steve”
Steve : “ Oh God, Jeremy. Tell him ! (Asking another man naming Micah in the team to clarify)
Micah : “ It’s hers”
Steve : “ Thank you, Micah”

The conversation was taken in second round. In this conversation, Steve, as the host asked what kind of thing of a husband has but his wife thinks it’s theirs. This question was delivered to Jeremy who was presumably as a not married man. He answered “ the house”. Hearing this, Steve started laughing and teasing Jeremy by asking another man in the team to make a clarification that although the man buys a house but it will belong to his woman whenever getting married. The clarification given by Micah “ It’s hers” automatically can provide a way of venting nervous where in this case was felt by Jeremy as a young single man.

The last theory of humor found in Family Feud was the incongruity theory proposes that in a joke (or humorous situation) there are two incongruous elements which are also linked in a way. In other words, the elements should not be entirely incongruous or the humor will not be perceived (Raskin, 1985: 31-32). In incongruity theory, the audience member is led to expect a certain behavior, statement, chain of events and then is surprised and humor is produced by the misperception or unrecognized meaning. This theory can be seen in datum 62 which was taken from <https://www.youtube.com/watch?v=FDRLjsptUdA>

Steve : “ We asked 100 women. Name something spesific of Leonardo Dicaprio’s you’d like to hold”
CJ : “ The Mona Lisa, His Painting”
Audiences were clapping and saying “ Good answering, Good answering” while Steve as the host couldn’t bear his loud of laugh.
CJ : “ That’s good. That’s good” What? (His team supported him and gave high five each other) It’s up there, You gotta go big, Steve ”
Steve : “ If that’s up there, I am going home (every one was laughing again)

This conversation appeared in the second round. If we notice the question delivered by Steve wasn't incongruously answered by CJ as the participant. The question was addressed to Leonardo Dicaprio a famous actor who has been acting in many films in Hollywood, but the answer was The Mona Lisa Painting which was painted by Leonardo Da Vinci and actually there was not any relation between Leonardo Dicaprio and the Mona Lisa Painting. However, this answer occurred because the was similar name , "Leonardo" in both case although the question wasn't linked in similar way with the question. This situation certainly created the humor or sense of funny.

3.3. The Function of Humor Found in Family Feud Funny Moment

This part is explaining what are the functions of the humor in *Family Feud Funny Moment* . Based on the theory used in this research, there are four function, namely as social management, decommitment, mediation, and defunctionalization. Each of function can be seen through these conversation below.

Datum (15) which was taken from <https://www.youtube.com/watch?v=XlMJqRBYSG4>.

Steve : (Steve is walking toward the participants and starting to ask the first participant) " Kobby, what do you do man?"

Kobby : " Okay, so I work with one of the top Ghanaian banks as a banking operation manager"

Steve : " Oh, Okay, good, good. How long have you been doing that?"

Kobby : " Close to eleven years"

Steve : " Alright. Introduce everybody (asking Kobby to introduce who are taking part in his team)

Kobby : " Okay, so that's my lovely wife, Mikayla" (Audiences started laughing and Steve also couldn't bear his loud of laugh)

Mikayla : "You're getting yourself into some trouble"

Steve : " Wow, how did you get her? Yeah, I am looking at her, I am looking at you" (Audiences started laughing again). What did you say to get this beautiful girl? Look! This don't even make sense."

Kobby : "Am I that bad? "

Steve : " No, you're not. So I was taught by my mother and father to be strong, to be hardworking, to be respectful, and treat a woman like a queen, and then you can get a good looking woman. That's how you did. That's how I got Marjorie.

Kobby : " I am on that lane too. "

Steve : " You see what I am saying?"

Kobby : " I do what you're saying "

Steve : " That's how you got there" (Kobby and Steve gave high five each other)

This scene took a longer conversation since this part delivered some functions of humor. So, before coming and greeting Kobby, Steve mistakenly had tried to set up Mikayla, Kobby's wife in the previous session with one of team opposite. Steve didn't know that Mikalya was actually a married woman, until he continued to come to Kobby and asked him to introduce the other partner he brought in his team. Steve really got shocked when he found that actually the beautiful Mikalya was Kobby's wife. Steve kept asking Kobby how he got the beautiful women as his wife if he compared to Kobby physically. Steve even said "What did you say to get this beautiful girl? Look! This doesn't even make sense." Hearing that every one in the room started laughing. However after Steve delivered the jokes, he explained that a man needs to be hardworking, to be respectful, and treat a woman like a queen, and then he can get a good looking woman.

By this, Steve would like to clarify that he didn't underestimate Kobby for his physics but proud of him to be a gentleman so that he could get a beautiful lady beside him. By this context of utterance, it can be concluded that this humor functioned as decommitment since Steve as the host tried to deny any bad intention to say or his previous action that used humor when he/she receives a negative response from the listener. Another function which was implied in this utterances was the social management. It can be seen that finally Kobby agreed with Steve's opinion about how to get a good looking wife which can be seen when they gave high five each other when Kobby said "I am on that lane too". This utterance signified that he totally agreed with what Steve said although what Steve said before tended to underestimate Kobby. The conclusion taken was that this scene also provides the function of social management since Steve in this case used his humor as a tool that facilitates interaction between members or the participants and makes their bonding stronger.

Datum number (22) which was taken from <https://www.youtube.com/shorts/wnC2RgrJrcc> shows the humor that function as defunctionalization as follows.

Steve : "Give me a word that rhymes with the *wrinkle!*"

David : "Sprinkle!" (without hesitation)

Steve : "Yeah!" (responsively)

David : "Sprinkle!"

Steve : "That's a good one!" (Starting to feel excited)

David : "Sprinkleeee!" (Getting more confident)

Steve : "ehee yeahhhh, look up there! (pointing the board to make sure that David see the word *sprinkle* was already up there, while the audiences

started to laughing and Steve keep saying the word and acting like children hopping) “Sprinkle.. Sprinkle.. Sprinkle..sprinkle.. sprinkle.. Sprinkle...sprinkle!”

This scene happened in second round in Family Feud. The context of the utterances occurred when the Steve asked David, one of the participants to mention the word rhyming with *wrinkle*. Confidently, David gave his answer “*sprinkle*”. Actually, there’s was nothing wrong with that answer or it could be said that it answered Steve’s question. The problem was that David didn’t realize that the word *sprinkle* was already mentioned before and already up there on the screen. This situation was certainly signed by Steve that he wanted David to realize about the answer he gave, but unfortunately, Steve did not get it. Instead of feeling embarrassed, David kept saying sprinkle louder and louder until Steve teased him and saying, “look up there”. Seeing up toward the board, David just realized how ridiculous he just acted.

This scene just showed the defunctionalization. Every single of utterances in the scene showed that they were intended to show amusement reasons. This argument is also based on Freud's observation that hilarious use of language is comparable to children's enjoyment of playing with words which was represented in how Steve teased and hoped, saying the word *sprinkle* many times. In addition, Guiraud's approach to the defunctionalization of humor related to this scene also explained that humor delivered by Steve and David were viewed as a form of language play.

The last function was represented in datum 19 which was taken from <https://www.youtube.com/watch?v=Ef9m6ZB5FJk> as follow

Steve : “Name something about himself a man might avoid telling a date?”
Beatrice : “He’s a liar!”
Steve : (Trying to repeat the answer and laughing) “He’s a li.. (started to laughing in an awkward way) “Hey, you know.. uh.. hahahaha.. I lie (raising his eyebrow and staring Beatrice) .. all the time. I love you (teasing her)”

This scene happened in the second round when Steve asked Beatrice what a man avoid saying about himself when they’re having a date. Then Beatrice as the participant answered that the man is a liar. If we think it is really strange and impossible for a man to admit directly that he is liar to a woman when he has a date, because it is one of characters which a woman dislike to be treated. So it can be concluded that Beatrice’s answer could

embrasse herself. That is why, Steve created humor to place Beatrice in a non serious situation.

4. CONCLUSION

Based on the analyse conducted, it can be concluded that utterances containing humor found in Family Feud Funny Moment hosted by Steve harvey implemented three different theories of humor, namely release theory, incongruity and superiority. These theories are different from what motivate a speaker to start or to create humor in context. Of the three theories mentioned earlier, it has been achieved that incongruity was the most dominantly (33 parts of deliveries or 51,56%) used in delivering the humor, while the releasing theory was implemented in 21 data of humor or equivalent with 32,81% and the rest as many as 10 data of humor or 15,62% belonged to theory of superiority. It's also presumably said that since *Family Feud* is actually one of fun family competition event, the theory superiority became the least theory implemented.

Another finding in this research was entitled to the function of humor delivery. Regarding to the research conducted, four of function stated by Attardo were also represented in the humor delivery namely defunctionalization, mediation, social management, and decommitment function. The average of percentage is followed 22 data (34,37%) functioned as defunctionalization, mediation which was equal to 17 number of data (26,56%), social management function was represented in 13 data (20,31 %) and the last function was decommitment found in 12 data or 18,75%.

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