



Analysis of Flouting Maxim in Creating Spontaneous Humor as Seen in Phony Texts Facebook Page in April 2023

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Abstract. The flouting maxim refers to the way speakers intentionally do not give the information clearly and appropriately to the listeners but expect them to understand what the speakers' meaning. Hence, the humor created by the flouting maxim phenomenon can be found in the way people communicate in real life or on social media. It can be seen through one of the Facebook pages, that is the Phony Texts page. The Phony Texts page on Facebook is an entertainment page in the form of written utterances. The objectives of this research are to understand the classification of flouting maxim and to comprehend the way spontaneous humor occurs by flouting maxim in the Phony Texts Facebook page in April 2023. The researchers used a descriptive-qualitative method in conducting and explaining the whole types of the data in the research object. The video that is analyzed during *April Fool's Day* since it is the time when people are pranking each other with humor and fools intentionally. The theories that used in this research are flouting maxim by Grice and Spontaneous humor by Martin. There are 82 data (47.67%) of flouting of the quality maxim. The writers ensure the viewers catch the story easily and understand that almost all the stories in the videos are about self-defense from accusations. Therefore, the flouting of the quality maxim is the most dominant number of data than the other types of the flouting maxim in the “Funny Text Stories” playlist of Phony Texts Facebook page, taken from April 1st to 7th during the first week of April Fool's Day in 2023. Then, there are 44 data (25.58%) of overstatement-understatement. It is because the speakers mostly give hyperbolic statements with the aim to assure the listeners what is said is true even though it is not true.

Keywords: Flouting Maxim, Spontaneous Humor, Facebook Page

INTRODUCTION

Grice's theory explains that people must obey the 4 (four) types of maxims: quality, quantity, relevance, and manner in the way they communicate (1). However, Grice's maxim theory does not necessarily have to be applied in conversation. It occurs when speakers intentionally speak the implicit meaning to the listeners and cause the listeners to interpret it. Then, it occurs when a speaker straightforwardly disobeys the maxim but expects the listener to understand the implicit meaning from what is said. The flouting maxim is the quietest way of stating implicit meaning (2). Hence, the humor created in the flouting maxim phenomenon can be found in the way people communicate, such as in real life or on social media.

Humor seems to appear in social situations frequently (3). In real life humor can be experienced by a conversation among people daily. The humor created from the flouting maxim process can also be found on social media content, such as Facebook, Snapchat, Instagram, TikTok, and YouTube. It reflects a conversation or utterances in real life because some people post something in social media based on what they usually do or say in real life. It generally involves two or more than two people in a conversation.

The Phony Texts page on Facebook is an entertainment page in the form of written utterances. It posts “Point of View” (POV) videos. POV of Phony Texts

Facebook page is a video shot from the first-person perspective story focusing on flouting the maxim that creates spontaneous humor. Most of the videos are made to entertain the viewers by flouting the maxim. Additionally, the humor from most of the video represents or is inspired by real life. Since this page created humor, it contains about 2.3

million followers, thousands of comments and reposts on Facebook. Furthermore, the story of the videos related to people's behavior where they spend more time on social media and what they post on

social media reflects the real life. Therefore, it is possible to the readers understand that flouting maxim that creates humor can be seen in a social media platform inspiring by real life.

METHODS

The researchers conduct this research using a descriptive qualitative method. The researchers answer the problem formulation of *what* and *how* flouting maxims create humor in the Phony Texts Facebook page in April 2023. Therefore, the data will be in the form of an explanation or description. The data is taken in the form of utterances. It is a written utterance on a flouting maxim. Phony Texts Facebook page. The researchers focus on specifying the flouting of maxim classifications and explains how flouting maxims create humor in the Phony Texts Facebook page during the first week of *April Fool's Day* in April 2023. The data is from the "Funny Texts Stories" playlist, in April 2023, with the page's link on Facebook <https://www.facebook.com/phonytexts>. The main instrument of this research is the researchers itself with all of the knowledge, books, journals, and articles. Then, the researchers classifying, analyzing, interpreting, putting the data into a table and drawing the conclusion.

RESULTS AND DISCUSSION

Types of Flouting Maxim and Spontaneous Humor

The researchers divided the data collection into two parts. There are type of the flouting maxim and spontaneous humor.

Table 1. Types of Flouting Maxim

Types of Flouting Maxim	Frequency	Percentage
Flouting of Quality Maxim	82	47.67%
Flouting of Quantity Maxim	37	21.51%
Flouting of Manner Maxim	31	18.02%
Total	172	100%

Table 1 points out that the flouting of the quality maxim is the highest number of data and flouting of the relevance maxim is the lowest one. There are 82 data (47.67%) of flouting of the quality maxim, 37 data (21.51%) of flouting of the quantity

maxim, 31 data (18.02%) of flouting of the manner maxim, and 22 data (12.80%) of flouting of the relevance maxim.

Table 2. Types of Spontaneous Humor

Types of Spontaneous Humor	Frequency	Percentage
Irony	13	7.55%
Satire	-	-
Sarcasm	36	20.93%
Overstatement- Understatement	44	25.58%
Self- Deprecation	2	1.16%
Teasing	8	4.68%
Replies to Rhetorical Questions	29	16.86%
Clever Replies to Serious Statements	36	20.93%
Double Entendres	-	-
Transformations of Frozen Expressions	3	1.74%
Puns	1	0.58%
Total	172	100%

Table 2 points out that there are 44 data (25.58%) of overstatement-understatement, 36 data (20.93%) of sarcasm and clever replies to serious statements, 29 data (16.86%) of replies to rhetorical questions, 13 data (7.55%) of irony. The smallest number data found are from teasing, there are 8 data (4.65%), 3 data (1.74%) of the transformation of frozen expressions, 2 data (1.16%) of self-deprecation, and 1 datum (0.58%) of puns.

The flouting of the quality maxim is the highest number of data that can be seen in this datum:

Me: “OMG ARE YOU CRAZY?”

Robyn: “Clearly not. He's been lying to you! I'm gonna catch this scumbag!”

The flouting of quality maxim created by Robyn because she cannot prove her statement just because Micah is dishonest. It was not certain that what Robyn thinks about Micah is true, because basically she did not have any specific evidence for that. Therefore, Robyn’s statement cannot be proven as fact.

The flouting of the quantity maxim is the second type of flouting maxim that can be seen in this datum: Me: “That was a black picture”

Brad: “Because I'm in the dark. That's how people sleep”

The flouting of the quantity can be seen from Brad’s statement, because he stated something more than necessary. This alibi was not what the writer expected. She

wanted proof that Brad was really at home. However, Brad expected that she would not ask any more about a selfie. Because he had already sent a selfie with an alibi to her.

The flouting of the relevance maxim is the third type of flouting maxim from the data that can be seen in this datum:

Me: "You think I look old?!"

Robyn: "No she's hot too!"

Robyn's response did not answer the writer's question; she kept the vibes full of curiosity. She expected her statement to succeed in making the writer believe her. Therefore, the flouting of the relevance maxim occurred by Robyn's statement that saying irrelevant information to make the writer feel curious about it.

The flouting of the manner maxim is the last type of flouting maxim from the data that can be seen in this datum:

Robyn: "I TOLD YOU HE WAS LYING!"

Me: "Who?"

The maxim of manner of this conversation was supposed to refer to a clarity and complete information to the writer. However, Robyn did not obey the manner maxim because she gave the unclear and ambiguous statement. Therefore, in the beginning Robyn already flouted the manner maxim because she was sure that the writer would have understood who she meant.

From the discussion about flouting maxim, it is found that the writers flout the quality maxim mostly because it is the dominant way of writers in giving the written utterances. The writers ensure the viewers catch the story easily and understand that almost all the stories in the videos are about self-defense from accusations. Then, it is also because most of the statements from the writers are not based on fact or cannot be proven. Therefore, the flouting of the quality maxim is the most dominant number of data than the other types of the flouting maxim in the "Funny Text Stories" playlist of Phony Texts Facebook page, taken from April 1st to 7th during the first week of *April Fool's Day* in 2023.

Then, there is also the spontaneous humor as the results of flouting maxim. The irony is the first type of spontaneous humor in the data that can be seen in this datum:

Me: "WHAT HAPPENED?"

Dad: "I don't really know! Your mom wouldn't let me go. She says I can't keep a secret." Me: "WHAT!!!!!!!"

Dad: "I know! Can you believe that? I can keep a secret."

Me: "Relax! I was gonna give her Joey's."

Joey: "You What?! I Would Rather Die!"

It was an overstatement that was stated by Joey to them, especially to the writer. Joey's response was too hyperbole and he emphasized it to clarify that he would not accept his ticket to Claire.

Therefore, he dared to say that because he would not give up his rights to Claire. The humor created through his statement contains an overstatement to himself.

Me: "How'd you know?! Did you see her at the club??"

Brad: "Omg seriously?? You can't trust Josephine!"

Brad's response contains an understatement to Josephine. By his statement he wanted the writer to know that Josephine was a person that cannot be trusted. Therefore, his understatement just to defend himself that perhaps what Josephine said was true about him; he tried to hide his lies by understated Josephine. Finally, the humor created from the way Brad gives an understatement about Josephine to the writer.

The self-deprecation is the fourth type of spontaneous humor that can be seen in this datum: Mike: "Any update?"

Me: "Go ahead and say "I told you so"!"

This conversation contains self-deprecation through the statement of the writer who admitted his mistake or failure and let his friends criticize or mock him. From his statement in a joking tone admitted that he was supposed to believe and was not innocent of what his friends advised him. That is why he made fun of his mistakes and showed self-deprecation because he got the truth that he was wrong for not believing his friends.

The teasing is the fifth type of spontaneous humor that can be seen in this datum: Me: "OMG ARE YOU CRAZY?"

Robyn: "Clearly not. He's been lying to you! I'm gonna catch this scumbag!"

Robyn's statement contains teasing because she used a tone that is dramatic and persistent to expose Micah's lies. By saying "scumbag" and emphasizing her intention to "catch" Micah. While the "catch" means to catch a thing or animal not basically for humans. This overreaction, even though it looked so serious, Robyn's statement created a humor by the way she mocked Micah and looks so enthusiastic showing her strong feelings to reveal the truth which may not actually be certain from him.

The replies to rhetorical questions are the sixth type of spontaneous humor

that can be seen in this datum: Mike: "Didn't she ghost you?"

Me: "That doesn't matter. She just un-ghosted me."

The reply from the writer aimed to reverse the concept of “ghosting” through the way he said “un-ghosted” This term was not a standard term that can be used in this situation just because the writer was contacted again by Claire who had been ghosting him for a long time. Therefore, it adds humor by creatively implying a reversal of the “ghosting” context, and the question is supposed to be not answered.

The clever replies to serious statements are the seventh type of the spontaneous humor that can be seen in this datum:

Me: “THAT IS NEVER HAPPENING”

Trent: “Great pull for your Dad tbh”

Gavin: “Better pull for Bridgette tbh. Single Daddies are hawt”

Trent and Gavin's statement contains a clever reply to a serious statement from the writer. They did not take it

seriously; Trent made the writer’s dad as his humor material while Gavin chose both as the material humor. Gavin emphasizes that both of them have the potential for attraction to each other. His statement meant who would say no to a hot single dad. Therefore, from his statement the humor created spontaneously it aimed just to make a humor in the middle of serious topics among them.

The transformations of frozen expressions are the eleventh type of the spontaneous humor that can be seen in this datum:

Trent: “Bridgette is crazy. But she’s not a home wrecker” Me: “I guess.”

Gavin: “She Can’t Buy the House If It’s Not for Sale”

Gavin’s statement contained a transformation of frozen expression when he said something in parable to make what Trent said more clearly to the writer. The way Gavin stated his statement was to make the writer catch the meaning of what he said easily. He wanted the writer to understand that Bridgette only approached his dad if she knew his dad was not in a relationship, which is the same with the house that is not for sale, would not be bought by anyone. Therefore, this statement created humor because Gavin likened this current situation to the situation of wanting to buy a house that is not for sale.

Peter: “THEN DON’T SAY THAT. If you tell her not to date him that will make her want him more.”

Trent: “It’s like telling a kid: “don’t touch that” He’s going to touch it”

The humor comes from the double meaning of the word “touch” word. It literally refers to touching something physically like what kids are going to do even though they already warned them not to touch it. Figuratively, it occurs if the writer is persistent in telling the truth that his dad is single to Bridgette, it means the writer opens the opportunity to Bridgette to get closer such as to pursue his dad; which it is like a kid will be tempted to “touch” something that is prohibited. This parable creates a humor equation between childish and love interest.

Based on the analysis about the data of spontaneous humor, the most dominant number of data is overstatement-understatement. It is because the speakers mostly give hyperbolic statements with the aim to assure the listeners what is said is true. It is also because the speakers wanted the viewers to catch the story easily without thinking out loud, so the humor was made spontaneously with the overstatement-understatement of something or someone. Overstatement-understatement becomes the most part of spontaneous humor that is created by flouting the maxim in the Phony Texts Facebook page in the “Funny Text Stories” playlist, taken from April 1st to 7th during the first week of *April Fool’s Day* in 2023.

CONCLUSIONS

The flouting of the quality maxim is that the highest number of data is 82 data because the speakers stated something not based on fact or cannot be proven to the listeners. While the lowest number of data is from the flouting of the relevance maxim that is 22 data because the speakers rarely give the irrelevant answer to the listeners. The most dominant number of data is the overstatement and understatement, there are 44 data because the writer stated something that was hyperbole or less than what should be said. However, the writer mostly uses overstatement rather than understatement. It indicates that the writer tried to use the easiest humor to cause laughter by the viewers because the writer made it in a high tone by using uppercase, some exclamation mark, and stressing some words. Despite the data that can be found, there are two types of spontaneous humor that the data cannot be found: satire and double entendres. It indicates the writer did not necessarily mock the institution and stated something that related to a sexual thing in the videos.

There are some potential topics that can be conducted as linguistics research like this research. It can be researched by using the other part of theories in linguistics, such as, semantics, another part of humor, sociolinguistics, and discourse, stylistics, and syntax. It is because the similar object to Phony Texts Facebook page must be uploaded the written utterances that can be researched by these topics. Therefore, the further researchers are able to do the similar research from similar objects it means the object does not have to be the same with Phony Texts.

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