



The content analyst of humor on NET TV and TVRI Television Stations

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ABSTRACT

Keywords

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The discourse of humor in interpersonal interactions involves a complex mechanism. The creation of utterances containing humor in communication is not a simple phenomenon; it encompasses intricate mechanisms occurring between the speaker and the interlocutor. In addition to emerging in social interactions, humor can also be encountered in both print and electronic media. Among the electronic media, television is the most widely accessed by the public. Currently, television offers internet television services, or online television, allowing its programs to be enjoyed by internet users. This research delves into the forms, techniques, and themes of humor content in variety show programs broadcasted by NET TV and TVRI. The aim of this research is to describe patterns and purposes for delivering humor on both television stations. The method employed in this study is qualitative-descriptive, and data collection utilizes the Krippendorff technique. The findings of this research indicate distinctions between government-owned and privately-owned television stations, particularly in program packaging. Government-owned television stations package their programs with the cultural backdrop of a specific ethnic group in Indonesia and highlight stories from that group. Examples include programs like "Gangsa Ngetrend" and "Ludruk Kirun CS," which showcase Javanese culture, and the program "Ga'de Ga'de," which features stories from South Sulawesi culture. Government-owned television stations also address education by packaging it in the format of stand-up comedy and humor. Conversely, private-owned television stations package their programs primarily for entertainment purposes.

1. Introduction

Humor discourse can be a form of social interaction. Humor can be seen as a means of interaction between speakers and listeners (Bidgoli, 2020). Interaction occurs in everyday communication between individuals (Mulej et al., 2020). This indicates that humor is not just about eliciting laughter from others, but serves as a form of communication (Danaher & Rossiter, 2011). It is well-known that not only comedians can tell jokes; non-comedians can do so as well. This can be observed when the host comes from a non-humor background. The words spoken by the hosts are spontaneous in nature (Kallio & Masoodian, 2019).

Humor discourse in interpersonal interaction involves complex mechanisms (Irfansyah & Sumarlam, 2017). Creating speech containing humor in communication is not a simple phenomenon. Within it lies a complex mechanism that occurs between the speaker and the listener (Shin & Larson, 2020). The complexity in creating humor lies in how someone can perceive two unrelated concepts as a form of amusement; how one can create humor, and how something is said to be funny (Skurka & Lee Cunningham, 2023).

Aside from appearing in social interactions, humor can also be found in print and electronic media. The most widely accessed electronic medium is television. Nowadays, television offers internet television or online television services, allowing users to enjoy television programs through the internet (Mulej et al., 2020). Comedy shows on television essentially showcase characters capable of communicating their thoughts through verbal and nonverbal deviations to elicit amusement and laughter from the viewers of the show (Poonam et al., 2019).

This cannot be separated from the process of creating humor itself. According to Ratnasari (2018) there are four categories of basic humor creation techniques, namely: language (the humor is verbal), logic (the humor is ideation), form or identity (the humor is existential), movement or action (the humor is physical) (Umam et al., 2020). However, in this study the author only focuses on humor creation techniques that use language as an analytical tool, namely verbal humor (Pramukti & Utomo, 2020). Berger also in *An Anatomy of Humor* shares about verbal humor which has been categorized into 15 categories including: satire, nonsense, definitions, satire, sarcasm, ridicule, wordplay, irony, misunderstanding, infantilism, stylistic errors, definitive answers, antics, ridicule and exaggeration (Pramukti & Utomo, 2020).

Humor itself has now become a part of every human's life. After the role of humor increased in the realm of comics and comedy, it entered a new era. Initially, humor was very dominant in comedy theater, as comedy theater is indeed meant to entertain and bring laughter to its audience (Key & Czaplewski, 2017). Delivering humor can be done through various media, one of which is television because it can reach a wide audience (Newman, 2022). Television has become an inseparable part of human life today; almost everyone spends their time watching television. For many people, television is a companion, a reflection of societal behavior, and it can be addictive (Morissan, 2015).

NET TV is one of the private television stations in Indonesia, established on May 26, 2013. It is managed by Net Visi Media, which also owns PT. Net Mediatama Televisi as its parent company. NET TV gained fame for its fresh, innovative programs that set it apart from other television stations in Indonesia (Annisa, 2021). The station targets a young audience by presenting content that follows current trends and modern lifestyles (Sitohan, 2021).

NET TV is also known for its creative program concepts and the presence of talented young individuals. The station airs other programs such as "The East," a talk show featuring talented hosts, "NET 5.0" presenting the latest news in a fresh style, and "Tonight Show," an evening talk show with guests from various backgrounds, among many others (Nahuway et al., 2023).

NET TV is also active in producing digital content and is a leader in the online media industry in Indonesia. They have a popular YouTube channel with various engaging content, including comedy sketches, vlogs, music, and more (Pembayun & Yuwono, 2023). Since its establishment, NET TV has continued to grow and has become a major player in the broadcasting industry in Indonesia. With a fresh, creative approach, and a bold willingness to innovate, NET TV strives to provide quality entertainment to viewers across Indonesia. In addition to NET TV, there is also a state-owned station, TVRI (Regitadika et al., 2020).

TVRI (Televisi Republik Indonesia) is the first national television station in Indonesia, established on August 24, 1962. TVRI serves as a public broadcasting institution owned by the Indonesian government (Prasetyo et al., 2020). TVRI was founded with the aim of providing broadcasting services that cover all regions of Indonesia and delivering information, education, and entertainment to the public at large (Budi HH, 2013). This television station plays a crucial role in building national awareness, educating, and strengthening national unity.

Over time, TVRI has undergone various changes in program formats and broadcasting technology. Initially, TVRI only presented informative news and documentary programs. However, with development, TVRI also expanded into entertainment, drama, sports, and cultural programs. As a national television station, TVRI has a responsibility to provide public service to the community. They present programs that support national development, enhance the quality of education, educate about Indonesian culture, and promote sports and the achievements of Indonesian athletes.

Based on the background provided earlier, the research problem in this study is how the forms, techniques, and themes of humor are conveyed in NET TV and TVRI broadcasts. The method used in this research is qualitative descriptive method. Data collection in this research uses the recording,

note-taking, and observation techniques. The results of this research are explained using the qualitative descriptive method.

2. Method

This is a qualitative study, meaning it is based on observations, so all forms of achievement and results depend on what has been successfully observed (Salsabila & Jamiati, 2022). Qualitative research is a type of study where the results cannot be obtained through statistical data or measurements, making the findings of qualitative research descriptive and analytical in nature (Qinyu & Zhuang, 2023).

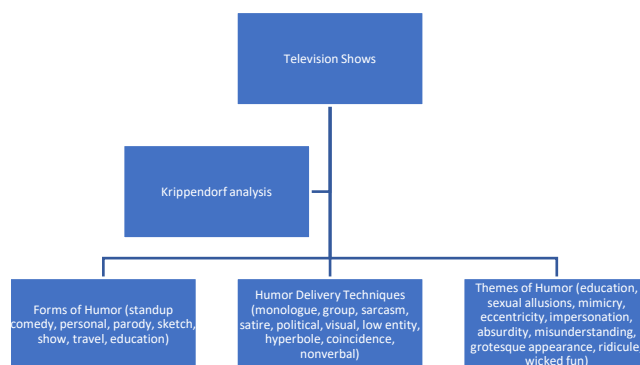
This study adopts the pragmatism paradigm, which believes that reality is not fixed, as it is continuously negotiated, debated, and interpreted (Meilasari & Wahid, 2020). As for the analytical method, this research employs the content analysis technique. The objects of this study are NET TV and TVRI. The research focuses on the humor content presented in their shows (Elisabeth & Adim, 2022).

The next stage after the data collection is the identification and analysis of the data. All the data has been gathered, simplified, recorded, undergoes reduction, conclusions are drawn, and descriptions are made Sugiyono (2017) to understand how the humor is formed. Once the formation of humor in the discourse is understood, the data is then categorized based on the type of humor formation, in order to address the research questions.

3. Result and Discussion

Private TV stations have to consider the financial benefits of the capital they have invested, while the government, in this case, is more concerned with how to educate the nation and promote education equality in Indonesia (Rahmani & Suryani, 2021). This will impact the programs produced by the TV station, particularly influencing the patterns of humor that will be showcased (Pamungkas, 2022).

A government-run TV station with a strong focus on education has a distinct approach to humor in its programs. Humor serves as a tool to convey educational messages in a lighter and more engaging manner. The content presented by such TV stations tends to feature funny situations or anecdotes that are related to educational issues. While humor takes center stage, the educational aspect remains a core element in every broadcast, and profound messages about learning are often hidden behind the jokes.



On the contrary, private TV stations, operating primarily for entertainment purposes, tend to have a different approach to the relationship between humor and education in their programs. Humor plays the main role as the primary attraction to draw viewers in, and the educational aspect may be more of a complement rather than the main focus. Humor on private TV stations can involve various types of comedy, such as funny sketches, stand-up comedy, or absurd situations, all designed to tickle the viewers' funny bone. While there may be educational elements incorporated, such as moral messages or educational references, the primary goal of such broadcasts is to provide entertaining entertainment.

In this section, the discussion revolves around how humor is presented in TV broadcasts of TVRI, a government-owned TV station, and NET TV, a private TV station. This aligns with the research

problem and objective, which is to understand the patterns of humor and the types of humor used in their programs.

4.1. Results

In this section, the discussion revolves around how humor is presented in TV programs on TVRI, a government-owned television station, and NET TV, a private television station. This aligns with the research problem and objective, which is to explore the patterns of humor and identify the types of humor used in these shows.

Table 1. Stasiun Program Acara TVRI

No.	Nama Acara	Durasi	Pola Humor	Teknik Humor
1.	Open Mic TVRI Maluku	35 Detik	Stand-up Comedy	<i>Malicious pleasure</i>
2.	Ga'de ga'de	28 Detik	Humor Personal	<i>Sexual allusion</i>
3.	Ludruk Kirun cs	46 Detik	Humor Sarkasme	<i>Parody</i>
4.	Gangsa Ngetrend	20 Detik	Humor Satire	<i>Eccentricity</i>
5.	GuestHouse Losmen Reborn 2	56 Detik	Humor Politis	<i>Impersonation</i>

Private broadcasting institutions tend to adopt a different approach to the relationship between humor and education in their programs. Humor serves as the primary attraction to engage the audience and draw in viewers, while the educational aspect is considered a secondary factor compared to the main goal. Comedy on private channels can encompass various genres, such as variety shows, stand-up comedy, or amusing situations designed to entertain the audience. Even if there are educational elements, they might take the form of moral messages or educational references, such as general knowledge conveyed through dialogue or visual presentations.

Table 2. Program Acara NET TV

No.	Nama Acara	Durasi	Pola Humor	Teknik Humor
1.	Siap Bos!	9 Detik	Humor Visual	<i>Absurdity</i>
2.	Healing Travel	5 Detik	Humor Estetis Rendah	<i>Misunderstanding</i>
3.	Masak Ini Masak Itu	5 Detik	Humor Hiperbola	<i>Grotesque appearance</i>
4.	SIAP BOS!!!	47 Detik	Humor Coincidence	<i>Ridicule</i>
5.	Biar Viral	20 Detik	Humor Nonverbal	<i>Malicious pleasure</i>

This discussion employs content analysis technique to identify and process messages, serving as a tool to observe and analyze the explicit content of communication behaviors from the selected communicators.

4.2. Discussion

1. Comedic Performance

Based on the analysis of the humor delivery pattern in this section, it is identified as stand-up comedy. Humor is delivered in an aggressive style with strong expressions, making oneself the subject of jokes. Expressive speech act is one type of speech act that conveys something with the intention of being felt by the speaker. This research is a descriptive study aiming to depict or describe an object based on its actual representation (Leonardo & Junaidi, 2020).

The humor conveyed in this section falls under educational humor as it aims to share personal experiences during the adolescent phase that went wrong in the process of studying, allowing the listener to learn that they shouldn't behave like that when in college. Television programs that feature problem-solving humor tend not to be very popular. However, as they age, teenagers' preference for shows featuring aggressive humor decreases, while their preference for shows featuring problem-solving humor increases (Ekeleme, 2023).

The humor technique used in this section employs "Malicious Pleasure" to express joy derived from the suffering or difficulties of others. This is often considered as behavior or a feeling that is not morally upright, as it involves finding pleasure in the pain of others. Stand-up comedy is not just about comfort; it also reflects the changing preferences and needs of the audience. Comedy emerges as a channel for catharsis (Leonardo & Junaidi, 2020).

2. Sarcasm

The words in this scene contain sarcasm because they refer to a woman who is described as being large-bodied. Sarcasm is a form of mockery that is harsher than irony and cynicism. Sarcasm involves bitter and scornful remarks. Such a taunt is expressed by someone as an emotional expression (Yani, 2021).

This section showcases verbal social humor as the house band teases their friend who is playing the female character (Bouazizi & Ohtsuki, 2022). The purpose of delivering this humor is to mock the female character, who appears overweight, by using expressions contrary to what is portrayed. However, the female character is aware of this taunt and expresses anger. Other research indicates that humor that belittles fosters greater tolerance for mistreatment (Bagate & Suguna, 2021).

The humor technique used in this section employs the method of "Sexual Allusion" through the use of words, statements, or descriptions that contain subtle sexual or vulgar undertones, but do not explicitly explain them. This aligns with research that states that it is not just the situation that supports attitude change towards a statement, but primarily the response of the listener that causes them to demonstrate their attitude towards a statement given by the perpetrator to the victim of sexist humor (Sharma et al., 2023). This section also features imitation humor, where the female character mimics the voice and body movements of the famous, phenomenal religious scholar in a unique way, with the aim of creating comedy because it doesn't match his usual appearance.

3. Literary Humor

This show depicts someone approaching their friend, beginning with compliments to soften them up. Later, the friend reveals their true intention: to borrow money. However, it turns out that the man in pink claims that the previous debt has not been repaid yet. The man seeking to borrow money again says he can't pay because he's afraid of being caught by the Corruption Eradication Commission, just like what he saw on television (Yin & Yun, 2012).

This humor falls into the category of sarcastic humor because the man's intention to borrow money again is that he doesn't want to end up like the corrupt officials who get arrested and covered on television. Sarcasm is a form of mockery that is harsher than irony and cynicism (Bidgoli, 2020). Sarcasm is a form of mockery that uses harsh words. The main characteristic of sarcasm is always using coarse language and containing bitter ridicule (Petrescu et al., 2022). The form of sarcasm can take the shape of verbal language, such as animal names, body parts, and adjectives (Yin & Yun, 2012). This humor is delivered by a comedy group in a sarcastic manner, as if alluding to real-life events involving officials in Indonesia.

The humor technique used in this section employs Parody, imitating the style or genre of literature or other media with the aim of entertaining or creatively commenting. Parody involves creating a work that imitates the distinctive features of a specific style or genre, but often with added elements that are comical, absurd, or alter the original meaning in a satirical manner. The perception of parody is closely linked to the audience's familiarity with the scene being parodied, which enhances the positive perception of humor when that scene is recognized (Annisa, 2021).

4. Humor Satire

The humor in this section can be classified as visual satire. This type of humor is acceptable because both the deliverer and the recipient understand it. Satire is a form of comedy that emphasizes race relations, sexual discrimination, and the depiction of non-specific popular culture (Kazarian, 2013). As is known, satire is a form of mockery towards something or someone, and of course, satire serves a purpose. According to Poque, the writing of satire is created by the author and endowed with a function. Here are the functions of satirical language style: (1) as entertainment, (2) as social criticism, and (3) as a lesson (Kazarian, 2013). Next, these three functions will be explained. The

purpose of this humor is to inform the actor using the bun that the bun he is using is too large and doesn't suit him (Herawati et al., 2020).

The humor technique used in this section employs Eccentricity, as the character uses an inverted bun, deviating from the norm. This character is peculiar, someone who deviates from common norms or conventions, and possesses strange or unusual qualities (Sherer, 2021).

5. Political Humoro

The pattern of delivering humor in this scene is political humor wrapped in a comedy soap opera. The criteria for the deliverer's intention is not to be funny because Mr. Tarjo uses a delivery style similar to a speech to give a serious impression, but the recipient finds it amusing. This leads Srikandi and Mahendra to object as if they were members of parliament. The purpose of this humorous scene is to present elements of humor in line with the objectives of the comedy soap opera program.

The humor technique used in this section employs Impersonation, which involves assuming someone else's identity with the aim of entertaining or creating a comedic effect. Impersonation can be done intentionally or unintentionally, where someone attempts to imitate or adopt the characteristics, voice, or actions of a parliament member. Citizens use satire and humor to mock, ridicule, and voice truths about authority, in some cases, lampooning leaders for their various shortcomings (Bidgoli, 2020).

6. Humor Visual

The pattern of humor delivery in this scene involves visual humor, which transforms a green mountain into a snowy white mountain through editing techniques. In this case, the implied brand is the TV station. One of the indicators of the humor content is absurd/deviation, which refers to an event or statement that seems reasonable if it weren't for the fact that it's illogical or inconsistent with what is known or considered true (Yin & Yun, 2012). The purpose of delivering this humor is to add a humorous element by incorporating edited scenes. In this scene set in a mountainous area full of tropical trees, there is a sudden shift to a mountain covered in snow.

The humor technique used in this section employs Absurdity by presenting a situation that is unreasonable or contradicts all logical rules. Absurdity often appears in the form of events or situations that are incredibly unusual or strange, making them difficult to explain or comprehend with common sense. This finding aligns with Berger's theory that absurdity or impossibility humor contains nonsense, situations that contradict all logical rules (Dwi Ratnasari, 2018).

7. Lowbrow Aesthetic Humor

The pattern of delivering humor in this section is packaged in an adventure variety show program featuring three presenters characterized as innocent teenagers. The scene where they ride a swing becomes funny because, in their fear, the presenters attempt to deliver humor to distract themselves from their fear.

The humor technique used in this section employs Misunderstanding, deliberately misinterpreting a situation to deceive the audience's thoughts. Semantic construction of humor is made possible by presenting meanings that do not align. Based on the above discussion, by manipulating meaning, one can easily provide humor (Petrescu et al., 2022). The perceived mismatch in meaning between the listener and the speaker is the fundamental concept of humor incongruity theory. In other words, the listener assumes a meaning that deviates from what the speaker intended, which then leads them to a condition of confusion or misunderstanding (Tyree, 2009).

8. Hyperbolic Humor

This scene is a form of hyperbole. In principle, hyperbole can use any part of the scale to express something larger, more, etc., than it actually is, as long as the contrast between the stated point and the actual point is significant enough. A contrast that is not too significant will sound uninteresting to the listener (Yin & Yun, 2012). The purpose of the humor in this section is to dramatize the scene by exaggerating the tears with a comical editing process.

The humor technique shown in this section uses Grotesque appearance which means the appearance of someone who has strange or monstrosa features with striking features. Grotesque

appearance refers to physical features that are not common or unusual, and are often used as a source of comedy because of the strangeness or disproportionality presented. This section also uses the humorous technique Peculiar sound by using a funny voice to amplify the comedic effect (May Adelia Pramesti & Eko Cahyo Prawoto, 2020).

9. Humor Coincidence

This scene depicts the three hosts being waitresses. The director gave instructions to all the hosts to give a surprise birthday greeting by bringing a cake to one of the customers who was visiting at the restaurant, when he finished giving the surprise the customer said that he did not have a birthday on that day. This is in line with the function of humor used in various ways and universal purposes to entertain each other and form bonds between people (Mikhnieva et al., 2022).

The pattern of delivering humor in this scene is wrapped by a variety show program that shows three presenters worked by the production team by telling them that there is a restaurant customer who is having a birthday, but it turns out that after being given a surprise the customer says it is not his birthday. The purpose of this humor is to have an entertainment impact so that the audience is interested in following the continuation to the end.

The humor technique on this part uses Ridicule by making the hosts look stupid, the producers of the show deliberately try to embarrass the hosts in a way that can degrade their image. This section also uses the humor technique Conceptual surprise by showing the act of guiding the audience to believe in a certain concept or idea, then suddenly introducing unexpected changes in concepts.

The mismatch of meaning perceived by the listener and produced by the speaker is the basic concept of humor in the theory of humorous incongruity. In other words, the listener assumes a meaning that does not match what the speaker intended which then leads them to a misleading or misunderstanding condition. Dual meanings in lexical semantics and humor incongruity theory are used in the creation of humor to evoke laughter by showing strange, unpredictable, and irrelevant responses (Croft et al., 2022).

10. Humor Nonverbal

This program shows a video sourced from the internet showing a man and a woman sitting in front of a car, a moment later the man is shocked to fall backwards. Humorous discourse is formed from a speech. In linguistics, it is known as the speech act. Speech acts are a field of study concerned with the ways in which words can be used not only to present information, but to perform actions (Anastasya, 2013).

The pattern of delivering humor in this section is a variety show program featuring funny videos that are currently viral on the internet. The purpose of humor in this section is to provide entertainment while providing education to sit where it should be carefully. Humor is evoked or evoked through the actions of a man who sits on the sidewalk and suddenly falls into the bushes (Rahmanto, 2004).

The humor technique in this section uses malicious pleasure to cause feelings of pleasure taken from the suffering or difficulties of others, this is often considered a bad behavior or feeling, because it involves joy over the suffering of others. In line with the explanation that humor as a game in which we suspend practical concern (Prathisara & Masduki, 2023).

4. Conclusion

The TV station, which is run by the government and has a strong focus on education, is distinctive in its approach to humor in its programs. Humor becomes a tool used to convey educational messages in a lighter and more interesting way. Content presented by this kind of TV station tends to present funny situations or anecdotes that have a connection with educational issues.

In contrast, private TV stations, which operate with the primary purpose of entertaining, tend to have a different approach to the relationship between humor and education in their programs. Humor acts as the main attraction that attracts the audience, and the educational aspect is more complementary than the main focus.

Based on the results of the study, it shows that TVRI's humor pattern as a government-owned television station uses Stand-up Comedy humor patterns with palicious pleasure techniques, personal humor with sexual allusion techniques, sarcasm humor with parody techniques, satirical humor with eccentricity techniques, and political humor with impersonation techniques.

The humor pattern displayed by NET TV as a privately owned television station uses visual humor patterns with absurdity techniques, low aesthetic humor with misunderstanding techniques, hyperbole humor with Grotesque appereance techniques, Coincidence Humor with ridicule techniques, and nonverbal humor with Malicious pleasure techniques.

Based on the analysis of this study shows that there is a difference between the humor of government-owned stations and privately owned stations, the difference lies in the packaging of the program. The state-owned television station packages its programs with the cultural background of a cultural tribe in Indonesia and raises the story of that tribe. For example, the "Gangsa Ngetrend" and "Ludruk Kirun CS" program that raised Javanese culture, and the "Ga'de Ga'de" program that tells the cultural story of South Sulawesi. State-owned television stations also discuss education by packaging it in the humorous pattern of Stand-up Comendy, while private television stations package their programs purely for entertainment.

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