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HUMORS RELATED TO CULINARY LABELS IN INSTAGRAM

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Abstract

The research was aimed to analyze the functions and types of humor Indonesian culinary entrepreneurs tend to use in writing their culinary labels. Humor on writing and pronunciation of culinary labels is very easy to remember and will arise the curiosity of anyone who reads the culinary labels and wants to try the menu for sale in a culinary place. Therefore, this research analyzed the humor contained in the culinary labels on Instagram because nowadays some people use social media as a means of promoting their business. Based on the research objectives above, the writer used qualitative research methods to collect and analyze data. In this study, the writer found three functions of humor, which are humor to entertain, humor to criticize or ridicule, and humor to convey popular things. Based on these findings, the writer concludes that the function of humor to entertain is one of the functions of humor that is often used in writing culinary labels. The writer hopes that the readers can develop the language by using humor language to develop linguistic language and also to improve the culinary business.

Keywords: humors, type, function, culinary labels, Instagram

I. INTRODUCTION

Language is very important in a culinary label to attract readers. Humor is a literary tool that makes audiences laugh, or that intends to induce amusement or laughter. Usually, humor makes use of various techniques, tools, words, and even sentences to explain the humorous side of humor. The main purpose is to make people happy. Humor according to Martin (2003) is a unique literary work that can make a person's emotional state change drastically when looking and listening to the work. Martin also said that the purpose of humor is to make people laugh or feel entertained, eliminate boredom and make the nerves more relaxed. Humor can make people know about the meaning behind writing and interpret it, so people know how the communicator builds the meaning of the message.

The writer found humor around life, such as; writing on culinary labels. An example of the culinary label is Cafe NGECHESTER UNITED



Figure 1.1.1

(Source: Doc. Natasha Aprila, 2019)

From the picture above, it can be seen how the owner of culinary labels used humor. The culinary owner makes the culinary label used sound similar to one of the English football teams which is MANCHESTER UNITED. The owner also made the culinary label color the same as the MANCHESTER UNITED's red logo. The word NGECHESTER, which is defined in Indonesian's language as the consumers can be addicted or want to order food, again and again, it comes to the culinary place. The writer knows why the owner made NGECHESTER in label culinary because this is related to food, not football. Also, the word UNITED is intended for the team of people who are starving not the football team.

Humor found by the writer in Instagram in Culinary labels. Culinary are activities related to cooking activities. Culinary is a type of business that is profitable and will always be in demand all the time, the reason is food is a basic human need. Also, a good and creative culinary label is very important for the owner because it can make the business place crowded. Culinary labels are the name of the culinary places. Therefore, in this research, the writer would like to find humor and analyze the types and the functions of humor in Instagram especially in culinary labels of Indonesia. The name of

the culinary labels can make the readers smile because it's so creative.

II. REVIEW OF RELATED LITERATURE

Many experts have stated about humor. Mindess (2015) states that humor is something that causes people to laugh and can be free from feeling worse or angry and makes people healthy and energetic after seeing and hearing about humor. Another opinion comes from Rahmanadji (2007) states that humor is a feeling or symptom that stimulates people to laugh or tends to laugh mentally; it can be a feeling or awareness in themselves and can be a symptom or outcome copyright from outside or environment.

2.1 An Overview of Humor

Ikta (201) states that three things cause the meaning of humor the first is the shift of components of the original meaning, the second is the shift of meaning based on polysemy and the third is the shift of meaning based on affective. There are three things about the meaning of humor by this expert opinion is good because the shift of meaning from the original word can make something funny. Polysemy also has a great influence on humor because Indonesian contains polysemy words or many meanings. If a word has a lot of meaning, it will open up opportunities for people who love humor to use the meaning of words. Affective meaning is also a meaning that arises from the reaction of

listeners or readers to the use of words or sentences. Everyone has a different point of view in evaluating something, therefore affective meaning is related to the reaction of listeners or readers in different dimensions when looking at humor, then automatically the affective meaning is also related to language style. It can be concluded that the meanings in the language of humor can be seen from the words or sentences delivered. This can be seen from the shift of meaning in a sentence or word.

Based on the definition mentioned above, the writer comes to the conclusion that humor is spoken or written that causes people to laugh and can be free from feeling worse or angry and makes people healthy and energetic after seeing and hearing. There are three meanings that affect a sentence to be funny which are The three meanings are the shift of the original meaning, the meaning based on polysemy, and the meaning based on affective.

2.2 The Functions of Humor

According to Palupi (2014), the main function in the language of humor in society is divided into three parts. The first function is to entertain. The second function is to criticize and mock. The third function is to convey messages or explain something more popular or interesting. All functions are explained deeply as below:

1. To Entertain

In people's lives, the main humorous discourse serves as an entertaining medium because by enjoying humor it is hoped that people can laugh or at least smile. This is done to eliminate the feeling of fatigue in those who enjoy humor. An example of humor as entertaining:

Tole maju langsung sila
ngadhepake pak Haji Abduullah
banjur miwitiujung. “Kepareng
matur dhumateng bapak, sowan
kula ingkang sepindhah
ngaturaken sembah bekti kula,
kaping
kalih...uh...uh...uh...uh.
Nyuwun...uh lempem...”.
Bareng krungu ngono mau
kabeh kanca padha ngguyu ger-
geran. Pak haji banjur ngendika,
“wis tak apura kabeh, terus
dipangan lempem”

After reading the short story above, the reader will laugh or smile. This matter is caused by a unique thing that happened during a friendly gathering on Happy Eid Mubarak to apologize to each other for all his mistakes, but who say not sorry but ask for Lemper. Lemper is an Indonesian savory snack made of glutinous rice filled with seasoned shredded chicken, fish, or abon. This short story proves that humor is expected to make the reader feel entertained.

2. To criticize or mock

The second function of humor is to criticize or mock. Criticism or ridicule in the language of ordinary humor is not direct, in this case, the person or situation being criticized is not mentioned directly. This can cause other people to laugh or smile, except for people who are addressed in the language of humor. For example:

Ana tembung panglima TNI sing
ngucap, “apa iya mung jatuh
karo jatuh?” Karepe panglima,
saben presiden kok kudu lengser
karo dilengserake. Contone
Bung karno jatuh saka kursi
presidhen merga pancen
dijatuhake. Bar kuwi Pak Harto,
mudhun merga ya dijatuhake.
Disusul B.J. Habibie ya
dijatuhake. Terus Gus Dur ya
jatuh ora saka karepe dhewe.
Saiki Megawati apa iya arep
dijatuhake maneh?

The short story above contains criticisms directed at the president. The criticism given was in the form of the question "Should every president fall or drop?" After reading the short story above, laypeople might be able to laugh or smile remembering the events depicted in the short story above. But for the president is a criticism. The meaning of the short story above is about a critic's expectation of how efforts that the president can take to think of the country so as not to drop.

3. To Convey Messages or Explain Something more popular or interesting

Third, humor is a means to convey messages or explain something more popular or interesting. Usually, to explain a concept to others, it is not feasible if it is only presented as it is. For ease of delivery, humor is relevant to the topic. Someone or something famous can be used to convey or explain information. For example:

Pak, bu, aku mau ora sengaja weruh mbah Setro neng kolah. Dheweke lagi pipis. Ning jebulna mbah Setro kuwi lanang pak, wong le pipis ki ngadeg ora ndhodhok. Bapak nate ngendika ta, nek wong lanang karo wong wedok kuwi beda. Aku terus takon bedane kae lho pak. Bapak ngendika maneh ta, yen wong lanang kuwi pipise karo ngadeg, yen wong wedok nek pipis ndhodhok. Lha mbah Setro kae le pipis karo ngadeg. Lha aku kaget banget pak, terus mlayu mulih.

From the quotation above it was revealed that a father explained to his child the differences between boy and girl. To explain it to his child, then he said the difference between boy and girl can be seen from how to pee. In this case, the boy will pee by standing and the girl squatting. That is what makes the quote above that humor conveys messages.

According to Sujoko (2009), there are six functions of humor below: First, to carry out all desires and all goals of ideas or messages. For example, in serious communication, usually, the messages or ideas to be conveyed will not be easily interwoven between the two parties, moreover, if it is a new meeting, then humor in the communication phase will accelerate the intimacy of both parties. Second, humor serves to make people who are not aware have made mistakes. Usually criticizing someone for not being able to convey directly is conveyed through the media of humor. Third, humor serves to teach people to see problems from various angles, meaning to teach people to see problems from a political, social, economic, and educational perspective. Fourth, humor functions to entertain and eliminate boredom in everyday life and can relieve stress. Fifth, humor serves to make people tolerate something. In this case, many people do not want to get criticism directly so that by using the media of humor people can express criticism, and people who are criticized can tolerate something or criticism delivered. Sixth, humor serves to make people understand things that are rare or strange or not usually known through humor.

Based on the functions of humor according to two expert opinions, the writer can conclude that the function of humor which is more related to the topic is expert

from Palupi (2014). There are three functions of humor to entertain, to criticize or ridicule, and to explain and convey things more popularly or more interestingly.

2.3 The Types of Humor

In this section, the writer discussed the types of humor that are proposed by the expert. The writer found theory related to the topic. The theory is from Permata (2014). There are six main types of Humor by Permata. The six main types of humor are pun, irony, cynicism, sarcasm, satire, and wit. The following is an explanation of the types of humor:

1. Pun

A pun is a form of wordplay based on sound similarity but there is a big difference in meaning. The similarity of sound in question is a homonym. A homonym is a word with the same pronunciation whether it's pronunciation or spelling but has a different meaning. In humors quotes, homonym-type words are not used properly according to the source but are deliberately misused.

2. Irony

The irony is a reference that says something with a different meaning than what is contained in a series of words. The irony is often interpreted as a satire or ridicule of an object. That satire makes humors quotes especially for the reader but not the character himself.

3. Cynicism

Cynicism is an attitude of looking down on everything and not being sure of human progress, this attitude is shown by mocking, insulting, and making sarcasm. Cynicism can be said to be similar to irony, but cynicism can more hurt someone's heart. In humorous discourse, words that contain hurtful insinuations can sometimes cause humor in the pesbukers.

4. Sarcasm

Sarcasm is the use of harsh words to hurt others. Usually, sarcasm is found in humors quotes in a rather outrageous form.

5. Satire

Satire is an irony aimed at laughing at someone for that stupidity. The aim is to correct fraud by giving an opinion in which there is an element of anger and laughter.

6. Wit

Wit is one type of humor that often appears in dialogue texts. This last type of humor is different from the five previous types of humor that prioritize satire, ridicule, and wordplay. Humor which can cause people to laugh and also be surprised is natural because laughter arises due to the desire to laugh at objects not because of sympathy but because of the formation of humor by the intelligence and creativity of the writer in putting humor.

The writer only applied the theory from Permata (2014). The writer chose that expert because the theory is suitable for the topic that the writer analyzed, there are

puns, wit, satire, irony, sarcasm, and cynicism. The types of humor are several related to the culinary labels data.

III. RESEARCH METHOD

This study used qualitative research. Qualitative research is to research and understand the meaning that individuals or groups consider social or human problems. The writer wanted to analyze the humors data that occurred on culinary labels in the culinary business on Instagram. The writer found qualitative research suitable for this topic. The writer chose qualitative research to describe and analyze the functions and types of humor associated with culinary labels on Instagram based on the data source that the writer got. So, the writer used qualitative research because the writer's data were not in the form of numbers.

The research data are taken from the source which is Instagram. The writer chose Instagram as a data source because Instagram is one of the social media to take, change and share photos and videos. That is used as buying and selling online or as a business promotion tool such as culinary, fashion, and others. The writer took 13 data related to humors in culinary labels on Instagram.

In collecting data, the writer used the observational method and screenshot picture. Creswell (2009) states that the data collection steps include setting the boundaries for the study; collecting

information through unstructured or semi-structured observations and interviews, documents, and visual material, as well as establishing the protocol for recording information. The writer got data were taken by having a screenshot of feed (or any uploaded photos and videos that will be listed on the Instagram account profile and collected as such as a gallery or album) containing humor as the result of observation which is done by the writer so that the writer can analyze the data easily. The last, choose data or sort humor data that has been obtained on Instagram, especially those found on the culinary labels then analyze it. The writer retrieved data and recorded data from Instagram from April 1st, 2019 - July 13th, 2019.

The writer used 5 steps in analyzing the data. First, by recording and retrieving the data related humor in culinary labels from Instagram. The writer searches on Instagram by using Hashtag #indonesiakulinary #labelkuliner #tempatkulinerindonesia #kulinerrhits #malangdelicious #jakartaeatery #brosis.pku #kulinermania.id "Pekanbaru culinary", "Padang culinary" and "Indonesian culinary". Then look for data that is unique or humors. Second, by organizing and preparing the data for analysis. Third, by reading through all the data. The writer gained a general sense of the information and reflect on the overall meaning. Fourth, conducting analysis

based on the specific theoretical approach and method. Finally, the writer used code to categorize them to analyze their functions and types.

IV. FINDING AND DISCUSSION

The discussion of the functions of humor is using Palupi's theory. The discussion of the types of humor was explained by Permata's theory. After the writer collected data on screenshots on Instagram, it was concluded that there were 13 humors data related to culinary labels used by culinary business owners on Instagram. There are 6 data for functions to entertain and 7 data for types of pun with different data.

4.1 Functions of humors for entertaining in Culinary Labels in Instagram

As mentioned in the previous chapter, the functions of humor by Palupi (2014) are humor to entertain, humor to criticize or to mock, and humor to convey messages or explain something more popular or interesting. However, in this research, the writer only found one function of humor, namely to entertain in culinary labels on Instagram.

The first function of humor is humor as entertaining that can make laugh or smile at people who see the object. The writer found a lot of data like this, especially in culinary labels written by the owner, for example as follows:



Figure 4.1.1

(Source: Doc Natasha, 2019)

In this culinary label, there are three words which are SAMBAL JANDA NGAMUK. SAMBAL is a big term found in Indonesian culinary referring to the spicy sauce. SAMBAL made from chili is crushed so that it comes out with the content of chili and added other ingredients such as salt and shrimp paste. At the same time, JANDA is a term for women who have divorced or died by their marriage partners. Then, the word NGAMUK is usually interpreted as an emotion or anger someone cannot control by anyone but themselves. From the culinary label SAMBAL JANDA NGAMUK the writer concludes that anyone who eats here and feels SAMBAL from JANDA NGAMUK can cause a spiciness effect that cannot be controlled except the buyer. This culinary label contains the function of humor to entertain. It can be seen from the word JANDA is a widow because it equates the widow's anger with SAMBAL (or chili). If imagined anger from a JANDA must be more terrible than a woman who lives with her husband because a JANDA usually has more thoughts (such as taking care of a child

alone and also earning a living for the family alone) and a JANDA needs someone who can calm their emotions, for example, a husband. Likewise, with eating SAMBAL JANDA NGAMUK, buyers need drinks to ease the spicy taste in food and chili sauce. This culinary label is entertaining because the owner of the culinary place uses the word JANDA NGAMUK. This culinary label can also convey information that SAMBAL or sauce at this culinary place is very spicy like a widow's mouth when angry.

4.2 Pun as a type of humors in culinary labels in Instagram

Permata (2014) states that humors have six types which are pun, irony, cynicism, sarcasm, satire, and wit. According to Permata (2014), there are six types of humor, but in this research, the writer only found a type of humor namely pun in culinary labels on Instagram.

A pun is a form of wordplay based on sound similarity but there is a big difference in meaning. The similarity of sound in question is a homonym. A homonym is a word with the same pronunciation whether it's pronunciation or spelling but has a different meaning. In humors' quotes, homonym-type words are not used properly according to the source but are deliberately misused. The writer found this type of pun in data below:



Figure 4.2.1

(Source: Doc. Natasha, 2019)

The words above are an example of humor whose function is entertaining. SETARBAK KOPI is similar to the phonology of Starbucks Coffee that the owner may be from Indonesia so the owner does not want to use the culinary label using western language. The owner of the café uses or borrows a name from Starbucks because the name can make the café famous and easy for the buyer to remember. Starbucks Corporation is an American coffee company and coffeehouse chain. Starbucks was founded in Seattle, Washington in 1971. As of early 2019, the company operates over 30,000 locations worldwide. Who knows, using SETARBAK KOPI culinary label similar to Starbucks can make a cafe popular among the public. The SETARBAK KOPI data is to be entertaining because of the play on the words SETARBAK KOPI and Starbucks Coffee. From this culinary label, it can be seen that Indonesians are creative because they changed the name of the famous café to an authentic Indonesian café. Because in writing culinary labels do not use foreign language writing, so that's

why the writer said an authentic Indonesian café.

V. CONCLUSION

It was concluded that humor has become a human need to entertain and eliminate boredom in everyday life and humor is useful for conveying information. That is why culinary business owners also place various humor in their label culinary as an attraction for their business (to be more popular). Humor has several functions and types. Unfortunately, not all functions and types of humors are not found on the culinary label on Instagram that the writer took. There are three functions of humor. They are humor to entertain, humor to criticize, or humor and humor to convey messages or explain something. Based on the data collected, the function of humor found on Instagram on culinary labels is 6 data to entertain. The writer only found 7 data from a type of pun humor. This finding shows that humor can be used in business as the attractiveness of customers (or a promotional business tool). In this research, the writer did not find the functions of humor to criticize and humor to convey messages in culinary labels. Also, the writer did not find the types of humor which are irony cynicism, sarcasm, satire, and wit.

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