

## **DEVIATION OF MEANING WITH HOMONYM AS AN EFFORT TO BUILD HUMOR IN MEME DISCOURSE**

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**Abstract:** The aims of this study are (1) to describe how the use of homonymy to distort meaning is an effort to build humor in memes. (2) Describe the pattern of deviations in meaning that utilizes homonymy. This research includes qualitative descriptive research. Data was collected using the listening method with advanced note-taking techniques. Data analysis uses the referential equivalent method with the comparative linking technique to support codification, reduction, presentation, and interpretation according to the qualitative research framework. The results of this study indicate that the use of homonymous meaning relations includes basic words, formations, foreign, and slang. There are also deviations in meaning by using homonyms that occur because of euphemisms, naming, and giving pauses. In addition to homonymy, there is also the use of homophony and homography of word abbreviations. There are three patterns used to distort meaning by using homonymy. 1) The distorted word is accompanied by text as an explanation. 2) The distorted word is accompanied by a picture as an explanation. 3) The distorted word does not appear in the language symbol but in an image with text as an explanation. The important role of deviation of meaning in memes is the image and the use of collocations. The right collocation can trick the reader before being surprised by the second meaning.

**Keywords:** deviation of meaning, homonymy, humour, meme

### **INTRODUCTION**

Meme is defined as an idea, notion, habit or style that spreads from person to person in a culture (Diaz, 2013: 84). Furthermore, Buchel (2012: 29) explains that memes are posts that are often accompanied by pictures, photos, and certain characters. Memes tend to have elements of humour or satire on social and political issues.

The development of means of communication leads us to a change in style in conveying something. One of the new means of conveying something is a meme. Memes are very popular in the virtual world because of their ability to package information, messages, ideas, criticism, and even humour briefly and concisely.

Humour is a spontaneous stimulus that provokes a person's smile and laughter. Humour can be verbal and non-verbal

(Wijana, 2003:3). In memes, non-verbal humour is usually in the form of a funny picture or photo, while verbal humour is in the form of a short text or a short dialogue. Humour grows in all walks of life and develops over time. According to Wijana (2003:3), humor can free humans from the burden of anxiety, confusion, cruelty, and misery. Humour is one of the things people like so much. Unnoticed, humour always

close to the community and become part of the community.

Demands for practical consumption to make memes with humor content must use short and simple text, but contain absurd logic that tempts the viewer to think. Humour in a meme has a different location of humour. There are those where the humour lies in the combination of pictures and text. In this case, if the image or text appears alone it cannot produce humour, because the point of the joke lies in the relationship between the image and the text. Some memes have humorous lies in the images. Text in memes like this only serves as an addition. In the sense that the picture is able to stimulate the audience to laugh even without the presence of the text. Lastly is a meme with humour in the text, the position of the image is just an addition. The humour presented in memes like this makes the aspect of language an important capital for building humour.

The two main concepts in humour are incongruity and resolution (Attardo, 1997:395). This concept explains that humour can be perceived as humorous if the reader or listener of humour can feel the discrepancies or irregularities in the humour. Then the discrepancy will be resolved by connecting it with the hidden meaning in the wordplay. However, this does not rule out the possibility that the discrepancy will be left without resolution.

Based on the technique of making humour, there are two techniques for making humour, namely the technique of using a figure of speech and the technique of symbolization. The technique of using a figure of speech is an attempt to attract the attention of listeners or readers and encourage new interpretations. While the symbolization technique is how to insert or imply a second meaning based on the first meaning. The two meanings of words in humour should be at different levels (the context of clauses or sentences) (Attardo, 1997:395). The first meaning is the meaning that is clearly visible 'the meaning presented'. The second is the 'new' meaning which overlaps with the first meaning

which will emerge when reinterpreted or also called the 'meaning of surprise' (Husen, 2001: 356-357). Humour can lead

to laughter when what is said is awkward, wrong, or flawed. Events or our experiences of the world that are conveyed through humor are odd, strange, and distorted objects. In addition, to cause laughter, humor must suddenly make us aware of the discrepancy between concepts and actual reality (Husen, 2001: 357). Humor arises from discovering unexpected things from what is conveyed. Sentences that give rise to two kinds of associations. The first is called the unexpected turns technique and the second is double association (Husen, 2001: 357).

This research focuses on memes that use homonyms to distort meaning. According to Ulman (2012) every word has the potential to have more than one meaning. The meaning of a word can refer to something different according to the environment in which it is used. One of the makna relations included in the type of lexical ambiguity is homonym (Ulman, 2012). Departing from this description, this study will adhere to the theory of homonymy to examine deviations in meaning as an effort to build humor in memes.

Homonymy comes from the Latin 'homo' meaning the same and 'nomos' meaning name. Homonymy is two or more lexemes that have the same form and sound, but have different meanings (Edi Subroto, 2011:81). Example: between the word 'can I' which means 'poison' and the word 'can II' which means 'able'; between the word 'take care of' which means 'manage' and the word 'take care of' which means 'to be thin'. Pateda (2010: 211) explains that homonymy is the same name for different objects. Furthermore Parera (2004: 81) explains that homonymy is two utterances in the form of words that have the same pronunciation or the same spelling or writing.

The words 'can I' and 'can II' are two different lexemes, so their morphological behaviour and semantics are also different. The lexeme 'Can I' can be formed morphologically into venomous, venomous;

while syntactically it can be combined with other nouns (can be snakes, can be insects, can be plants) or with other verbs (can be, can destroy, can eradicate plant venom). The two words also have different word classes, this happens because the two words are borrowed from other languages. 'Can I' is an absorption word from the Malay language which means poison and 'can II' is an absorption from the Javanese language which means able or able. Some other examples: 'Book I' (sheets of bound paper, filled with writing or blank) and 'Book II' (segments on bamboo or sugarcane), 'Para I' (rubber tree) and 'para II' (plural markers), 'at I' (hour) and 'second o'clock' (hit), and so on (Edi Subroto, 2011:81). In contrast to polysemy, where the multiple meanings come from the same main meaning, the development of meaning depends on the context of the sentence. For more details see the following example:

- (1) **Bisa** ular kobra sangat mematikan.
- (2) Dia dijauhi temannya karena menyimpan **bisa** di mulutnya.
- (3) Anak itu **bisa** bernyanyi di depan kelas.

The word 'bisa' in sentences 1 and 2 is polysemy because these words are related in meaning, that is, they both mean poison. However, in sentence 2 the meaning of 'bisa' experiences an added meaning, from the meaning of 'poison' which contains the meaning of dangerous and can hurt humans, the word 'bisa' in sentence 2 has the meaning that his words often hurt his friends. Whereas 'bisa' in sentence 3 (meaning can or can) is not related to the word 'bisa' in sentences 1 and 2 so the word 'bisa' in sentence 3 and the word 'bisa' in sentences 1 and 2 can be said to be homonymous and the word relationship 'bisa' in sentences 1 and 2 is polysemy.

The difference between polysemy and homonymy is that homonym is not a word (of the same lexeme), but two or more words that happen to have the same form. Of course, because these homonyms are not from the same word, their meanings are different. Therefore, in the dictionary, homonymous forms are registered as distinct entries (Leech,

2003). On the other hand, polysemous forms are a word that has more than one meaning. This polysemy comes from the same lexeme and is registered in the dictionary as an entry. There is one more difference between homonymy and polysemy, that is, the meanings in homonymous forms have no connection or connection at all between one another (Leech, 2003). The meaning of polysemous words is still related because it is developed from the meaning components of these words.

This description may already confirm the difference between polysemy and homonymy. However, the difficulty faced by linguists is not only in distinguishing the lexemes. Experts find it difficult to trace the historical traces of a word. Given the concept of polysemy, one always questions whether the multiple meanings come from the same word. Furthermore, polysemy also demands to know the relationship of meaning from its multiple meanings. As stated and asked by Leech (2003) that polysemy needs to be viewed historically and psychologically. What if two meanings historically come from the same word, but psychologically we cannot unravel the relationship of meaning between the two, because the relationship of meaning can only be understood by speakers of the language of a certain era? From this opinion, it is necessary to emphasize the basis of homonymy in this study. When the meaning relationship of a word is difficult to find, it is considered homonymous. Although when studied historically the origin of the word is possible as polysemy. However, the aim of this research is not to trace the origin of a word to ascertain polysemy or homonymy. The determinant of the word polysemy or homonymy in this study is the context in which the word is used in a meme.

Homographies are two or more lexemes that are written the same and have different pronunciations, have different lexical meanings, and belong to different lexemes. Examples of homographic words are 'apel I' and 'apel II', 'apel I' is pronounced [apE] (E: read e pepet), while 'apel II' is pronounced [apɛ] (Subroto, 2011: 84). Lexen 'apple I'

included in the noun (a type of fruit that is round and often eaten by humans) and the reference is the apple itself. The lexeme 'apel I' includes a verb and its lexical meaning is the act of marching in a group (for TNI troops, police, security guards, and the like). The two lexemes are different and belong to different types of words, the further impact is that they have different morphological and syntactic characteristics. 'Apel I' can be repeated (the apples are still fresh), can be the subject of a sentence (the apple is fresh red), can be the object of the sentence (Amir eats an apple), and can form a noun phrase (apple, red apple), green apple, and so on). The lexeme 'apel II' shows morphological features (apples, apples, apples, apples/apples) or shows syntactical features that can be used as a sentence predicate (Troops are apples) and can be marked with aspects in advance (is/ is/ is/ will/ has/ before apples and so on) (Subroto, 2011:84).

Homophony is two or more lexemes that have the same speech but different written forms. Homophony has different lexical meanings and belongs to different lexemes. An example of homophony is 'bang' with 'bank'. The two words have the same pronunciation, the spelling is different, and the meaning is also different, so they are included in different lexemes. The word 'bang' means (older brother) including a word of greeting or a word to greet someone, while 'bank' means (an institution that manages money traffic) including a noun. As previously described, each different lexeme is likely to exhibit different morphological and syntactic behaviour (Subroto, 2011:85).

The quality of the creation of humour depends on the intelligence and creativity of the speaker or writer in finding gaps in the meaning of words. This is important, considering that humour that highlights physical form is not educational so that humor that is smart and creative by playing with the meaning of words without pushing the other party into a corner becomes more interesting. The emergence of a comedian who is on the rise in recent years, Lies Hartono, known as Cak Lontong

(here in after abbreviated as CL) can attract the attention of humour connoisseurs. CL is known for his funny

humour without belittling the other party and delivered in a language that seems structured but contains absurd logic that tempts listeners to think before laughing.

The author identifies the humorous techniques used by CL, including 1) CL often puts on an innocent or serious face by conveying facts as common knowledge; 2) deliberately misplaced first, second, and third personal pronouns; 3) conveying something not until it's finished; 4) respond with no connection; 5) convey something ambiguous or ambiguous by distorting the meaning of words.

Several things are key in the research method, namely the scientific method, data, objectives, and usability. Research methods are needed in achieving research goals because methods that formulate ideas and thoughts are based on a scientific approach. The method used in this research is the descriptive qualitative method. This is because the data analyzed is not in the form of numbers, symbols or coefficients about the relationship between variables. The qualitative method is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviour. This approach is directed at the background and individual holistically (Sugiyono, 2014; Aminudin, 1990; Moleong, 2013).

Data and data sources in this study are determined based on the needs of the research problem. The data in this study are in the form of meme texts that contain deviations in meaning by using homonyms. The source of the data in this study was memes taken from the Meme Comic Indonesia (MCI) web, which can be accessed at [www.memecomic.id](http://www.memecomic.id). Data was taken over a period of 4 months, starting from January to April 2017. The data were collected using the observation method with advanced note-taking techniques. The use of the listening method with advanced note-taking techniques in providing data is not a separate process (Mahsun, 2014). Furthermore, the data were analyzed using the equivalent method

referential with the comparative linking technique (Mahsun, 2014), namely connecting the deviations of meaning with the referents to support the codification, data reduction, data presentation, and interpretation according to the qualitative research framework (Sugiono, 2014).

## DISCUSSION RESULT

### Basic Word Homonymy

Deviations in meaning by using homonymous root words can be observed in some of the data shown below.

- (4) Kenapa kamu diam saja? padahal kamu **tahu**.  
(with pictures tofu as explanatory).  
**Jan/17.G**
- (5) Hemat pangkal kaya. Rajin pangkal pintar.  
Enak **pangkal** paha. **Mar/7.T**
- (6) Mengandung unsur pornografi, angin **puting**  
beliung disensor KPI (dengan gambar  
sensor sebagai penjelas). **Feb/26.G**

In data (4) a text appears in the form of a question ending with a clarification. The collocation meaning presented by the text requires that the word "tahu" contains the meaning "know". However, there is a deviation in the meaning of the word "tahu" by presenting an image of "tofu" food which is linguistically the same. The use of homonymy in data (4) to distort meaning presents an unnaturalness or absurdity in the experience conveyed through language. This impropriety is evidence of an attempt to build humor in memes. In (5) the word "pangkal" appears three times, but the last word "pangkal" experiences a deviation in meaning. "Hemat pangkal kaya. Rajin pangkal pandai." is a proverb in which the word "pangkal" in the proverb has the meaning of "beginning or start". While the word "pangkal" in "pangkal paha" has the meaning of 'the part that is considered as the basis or the main part'. Apart from taking advantage of homonymy data (5) it also makes use of something that is taboo to build humor, because "paha" refers to the female part. Finally, data (6) makes use of the homonymy of the word "puting" to distort meaning. "puting" means 'nucleus or base'

and there is also the word "puting" with the meaning of 'pencil or clitoris'. Humor in data (6) is built by utilizing deviations in meaning and discussion of something that is taboo.

### Formed word homonyms

Deviations in meaning by using homonymous words can be observed in some of the data shown below.

- (7) Uda kayak martabak manis aja  
**dikacangin** terus (dengan  
gambar martabak sebagai  
penjelas). **Apr/15.G**
- (8) Jangan bangga jadi **atasan**.  
Karena dipasar **atasan** 10 rb  
dapat 3 kalau lagi obral bisa  
**5. Jan/9.T**

In data (7) the deviation of meaning uses the homonymy of the word formed "dikacang-in" with the meaning 'to be given or sprinkled with peanuts'. The word "dikacangin" in the text refers to the meaning of "ignored". The text in data (7) uses a picture of martabak sprinkled with peanuts to explain its deviation in meaning. Finally data (8) begins with a suggestion not to be proud of being a "atasan". The text presents the word "proud" as an attempt to lock in the reader's interpretation of the meaning of the word "atasan". Thus the reader will interpret the word "atasan" as 'leader or boss'. Furthermore, the text suddenly distorts the meaning of "top" with a reference to "women's upper underwear". The distortion of meaning that is carried out in memes presents unnaturalness or absurdity to the experience conveyed through language. This deviation of meaning is an attempt to build humor in a meme.

### Foreign Word Homonymy

Deviations in meaning by using foreign words with homonyms can be observed in the data shown below.

- (9) Katanya diskon all **item**, tapi  
barangnya ga da yang **item**.  
**Apr/2.T**

Data (9) begins with information about the discount on *all items*. Then it ends with a deviation from the meaning of the word "item" in English which means "goods" in Indonesian to the word "item" which in Indonesian means "black". Deviation of meaning occurs in the data (9) presents an error in understanding. This happens as an effort to build humor in memes.

### Homonymy Slang Words

Deviations in meaning by using homonymous slang words can be observed in the data shown below.

(10) *Ngelem sepatu yg rusak karna nanti mau dipakai. Eh.. malah ngefly tu sepatu. Mar/18.T*

In data (10) the deviation of meaning uses the homonymy of the word "ngelem" with the meaning of "to glue with glue". However, the word "ngelem" in data (10) has its meaning distorted to "drunk with glue". The word "ngelem" is a new word that emerged after many cases of drunkenness using glue. Data (10) uses homonymy to distort meaning by bringing up the word "ngefly" as an explanation for existing deviations. The deviation of meaning that occurs in data (10) tries to surprise the reader with the second meaning that appears. This is done as an effort to build humor in memes.

### Homonymy that Occurs because of Euphemism

Deviations in meaning by using words that are homonymous because of euphemisms can be observed in the data shown below.

(11) Mengusir **burung**.  
Mengundang *burung*. (the data in this meme compares a scarecrow captioned with the text "send birds away" to an image of a sexy woman captioned "invites birds").  
**Feb/11.G**

In data (11), the deviation in meaning uses the homonymy of the word "burung" with the meaning "animal with two legs, wings, feathers, and usually can fly". However, the word "burung" in data (11) experiences a deviation in meaning to 'male genitals'. Data (11) uses homonyms to distort the meaning of words by comparing pictures that can make the word "burung" have a different meaning. Deviations of meaning that occur in the data (11) trying to present a much different comparison. Images in memes function to support comparisons and explain where deviations in meaning lie. This is done as an effort to build humor in memes.

Homonymy that occurs because of naming The deviatiohumourn in meaning by using words that are homonymous because of naming can be observed in the data shown below.

(12) *Jangan membalas **budi**, karena belum tentu **Budi** melakukannya. Jan/28.T*

Data (12) begins with a prohibition to return favors. This prohibition presents dissonance for the reader, because "returning the favor" is advice that people are familiar with. Furthermore, data (12) suddenly distorts the meaning of "kindness" with reference to "kindness or service" to "person's name". Data (12) uses homonymy which occurs because the naming is personal in nature and which tends to distort meaning. The distortion of meaning that occurs in this data presents an unnaturalness or absurdity in the experience conveyed through language. This is done as an effort to build humor in memes.

### Homonymy that Occurs because of Giving Pause

Deviations in meaning by using homonymous words due to the provision of pauses can be observed in the data shown below.

(12) *Awas korban KB merajalela.  
Berhati-hatilah dengan KB.  
Keluar ga Berencana.  
Mar/4.T*

In data (12) "KB" stands for family planning. In this data, deviations in meaning take advantage of homonymy that occurs due to a pause in a word. The word "family" which is one lexeme with the meaning of 'relatives' turns into two lexemes because of the termination of "out" which means 'moving out' and "ga" which means 'no' (including slang words). The pause resulted in a distortion of the meaning of the abbreviation "KB" which was already known by the public. The deviation of meaning that occurs in data (12) makes "KB" which originally had a positive impression become negative. This is done as an effort to build humor in memes.

### Homograph Abbreviation

Deviations in meaning by utilizing the homography of word abbreviations can be observed in the data shown below.

(13) *Udah cantik. Jago ML. (dengan gambar gadis cantik yang sedang bermain game ML).  
April/30.G*

In data (13) the deviation of meaning utilizes the homography of the abbreviation "ML" which stands for "Making Love", in Indonesian means 'to make love'. However, the abbreviation for the word "ML" in data (13) experiences a deviation to become "Mobile Legend". "Mobile Legend" is an online game that is currently popular with smartphone users. Data (13) uses homography to distort the meaning of abbreviations by displaying a picture of a beautiful girl playing Mobile Legend as an explanation for the deviation of the abbreviation "ML". The deviation of meaning that occurs in the data (13) tries to attract the reader's attention. "ML" in data has a bad impression when observed from the context of the meme and the meaning of the collocation presented. Images in memes serve to surprise readers with the second meaning that emerges. This is done as an effort to build humour in memes

### Homophony

Deviations in meaning by using homophony can be observed in the data shown below.

(13) *Sebenarnya yang melahirkan uang adalah Mpok Indonesia.  
Bank Indonesia Cuma bisa menanam benih. Feb/12.T*

In data (14) the text begins with a claim to a fact that is different from what is generally known. Claims about facts at the beginning will make the reader think because of the irregularities that are presented. Furthermore, the text presents a solution by presenting a deviation in meaning from the word "bank". This deviation of meaning takes advantage of the similar sound homophony of the words "bank" and "bang". The deviation in meaning is explained through a text that presents the word "mpok".

### Pattern of Deviation of Meaning with Text as Explanation

There are many deviations in meaning with homonymy found with the first obvious pattern of presentation of meaning. Furthermore, the meaning of surprise appears at the end to confuse the first meaning presented. The presentation of the first meaning is supported by appropriate collocations so that the meaning presented is accepted by the reader. The right collocation will make the homonymous word not realized its homonymy. After the meaning presented is accepted by the reader, then the meaning of surprise is presented to end the text. Patterns like this can trick the reader and make the reader think. Then surprise the reader with the awkwardness that is raised to stimulate the reader's laughter.

(14) *Jangan suka ngurusi orang lain,  
karena belum tentu orang itu  
ingin kurus. Feb/3.T*

Data (15) shows how the pattern of meaning deviation with homonymy

created. Collocations play a very important role in giving surprises and second meanings to readers. Without the right collocation, the word "ngurusi" can fail in presenting the target meaning and the meaning of surprise.

### Patterns of Deviating Meanings with Images as Explanations

Deviations in meaning with homonymy are also found in the relationship patterns of text and images. The text that appears is the meaning that is presented to be distorted. The picture serves as an explanation of the location of the deviation of the meaning. In this pattern, there are two things that are used to present the first meaning. First, the use of the right collocation (as previously explained). The second is to take advantage of the closeness of the word with the community. When a word that is homonymous appears without context, society will tend to interpret the word and rule out that the word is homonymous. This is what is meant by the closeness of the word to the community. When one meaning of a word that is homonymous is used more often in society, the other meaning tends to be unnoticed. If the word appears without context and other words, people will use a meaning that is closer to them.

(15) *Pencitraan* (dengan gambar seorang wanita yang sedang menggunakan produk kecantikan 'Citra') **Mar/23.G**

Data (16) shows the use of images as an explanation of the distorted meaning. When the word "pencitraan" is presented alone without any other words, then "pencitraan" will tend to be interpreted as 'image-building efforts' by the public. This happens considering that the political issues that are developing in Indonesia are closely related to "pencitraan" the meaning of "image-building efforts". Image function in data (16) to explain and surprise the reader by presenting the second meaning of "image". The word "imaging" refers to 'using Citra's beauty products'.

### Image Pattern as Target and Text as Explanation

There is a pattern of distortion with homonymy that uses a distorted image as a target. So the homonymous word does not appear in the form of language, but appears in the form of images. The text that appears serves as an explanation of the deviation of its meaning.

(17) *Biasanya ada di toples. Ada jg yg di leher. (dengan gambar ikan cupang)* **Mar/10.G**

Data (17) shows the use of image patterns as targets for deviations and text appears as explanatory. The homonymous word in this data is "hickey". The word does not appear with a language code or symbol but with an image. In data (17), the first "hickey" refers to the 'name of the fish', while the second "hickey" refers to the "red bite mark".

### DISCUSSION

The search results of several previous studies related to this research. Most of the research on humour has so far reviewed or discussed humour from a psychological perspective, such as what has been done by pioneers and adherents of liberation theories (Relief Theory), conflict theory (Conflict Theory), and incongruity theory (Incongruity Theory). , dualistic theory (Dualistic Theory), Gestalt theory (Gestalt Theory), Teeri Paigen (Paigelian Theory), mastery theory (Mastery Theory), Freud's theory (Freud's Theory), Apter and Smith Theory (Wijana, 1994) ).

Research on the use of language in humour was conducted by Marwan (2013) using data from illustrated humour books. The focus of his research is not only on aspects of language but also on images that are studied by researchers using a semiotic approach. The language aspect in this research is studied pragmatically. However, the emphasis in this research is not on the linguistic aspect. Researchers are more focused on the study of semiotics and make the basis



language studies to explain the creation of humour from the relationship between text and images.

Another study was conducted by Sudaryanto (2012) and Purwanti (2006). Their research uses verbal data that is studied in a sociopragmatic manner. This study seeks to describe the pragmatic aspects of humour in deviation, and then the results of pragmatic deviations are examined more deeply to find the influence of the topic of conversation that gives the speaker an opportunity to pragmatic deviations.

Humour research with other linguistic studies is research from Romadloni, (2016); Rustono, (1998); Suharijadi, (2016). Different from previous research, their research focused on using a pragmatic approach with verbal data in the form of dialogue. The research is focused on describing the use of linguistic aspects to commit violations on the principle of cooperation and politeness. The context or speech situation surrounding humor in their research has a major role in encouraging the use of aspects of language in violating pragmatic principles. Next is research conducted by Ariyanto, (2013) and Suwanto, (2012) which has a discussion that is not much different, only the data used is not spoken but in the form of written text. Approaches, theories, steps of research work, even to the results of research are not much different from previous studies. They give new data to work with in the same way as before.

From several related studies that have been presented, it is known that the research conducted tends to be pragmatic. Although some also discuss semantic aspects in their studies, these semantic aspects are still only used as a basis for deviating from pragmatic principles. Of the many linguistic studies in the realm of humour that use pragmatic studies, there are important things to note. All humour research with pragmatic studies tends to be based on Wijana's research (1994). Even if we take a closer look, the research the research is just different data only. The framework, the theory used, and the stages of analysis are based on the research of Wijana (1994). Researchers have yet to find a new approach or focus on a particular area of humour in several studies that have been conducted. In other words, reviewing the results of Wijana's

(1994) research is necessary for discussing the results of this study.

Research on humour is often carried out by Wijana (1985; 1994; 1995;

2003). At the beginning of his research, Wijana (1985) focused on linguistic aspects such as sound play, meaning relation play, and passive-active play. The discussion focuses on describing sound play, meaning relation play, and passive-active play found in humor. Furthermore, Wijana (1994; 1995; 2003) deepened his research by looking at the linguistic aspects used to make deviations from pragmatic principles in a certain speech situation. Wijana (1995) once highlighted an interesting aspect of sentiments and discussed it in more depth which had not been done in previous research. The semantic aspect is homonym, namely lingual units which accidentally have the same phonetic form. The focus of this research is the same as Wijana's research on homonyms in humorous language. However, the approaches, frameworks, analytical models, and data limitations are different between this research and what Wijana has done. Wijana (1995) conducted an in-depth study of the semantic aspects of homonym in the use of humorous language. Wijana in this study of homonyms focuses on the basis for creating humor by using homonymy lexical units. The analysis carried out remains in the realm of pragmatics. Observations on the use of homonymous lexical units to produce deviations from the principles of communication in pragmatics. Wijana's research results describe how homonymous words are used to violate pragmatic principles.

Based on the research reviews presented, the study of humorous language tends to rely on pragmatics. Obviously, the data of humor

that is needed is strong humour in context play or speech situations using language. Thus, it is necessary to carry out research to examine specifically the use of homonyms to distort meaning in an effort to build humour with a semantic approach. This needs to be followed up, bearing in mind that humour is not always built from deviations in the use of language in a particular speech situation. However, there is humour that is built from deviations from the logical relationship of each word and the grammatical meaning of it in a whole proposition building to form a discourse.

Deviation of meaning by utilizing homonymous meaning relations includes basic words, formations, foreign, and slang. There are also deviations in meaning by using homonyms that occur because of euphemisms, naming, and giving pauses. In addition to homonymy, it is also found the use of homophony and homography of word abbreviations. There are three patterns used to distort the meaning by using homonymy. 1) The distorted word is accompanied by text as an explanation. 2) The distorted word is accompanied by a picture as an explanation.

3) The distorted word does not appear in the language symbol but in an image with text as an explanation. The important role of deviation of meaning in memes is the image and the use of collocations. The right collocation can trick the reader before being surprised by the second meaning. Collocations can determine the success of using homonyms in building humour in memes. When the meaning of collocation fails to lead the reader to the meaning presented, then the meaning of surprise fails to be presented.

## **CONCLUSION**

From the research that has been described previously, it is known how homonymy is used to distort meaning for the purpose of building humour in memes. Images and collocations play a very important role in deviating meaning. The use of homonyms which include basic words, formations, foreign, and slang, and homonymy that occurs because of euphemisms, naming, and giving pauses, as well as homophony and homography of abbreviations require

different presentation patterns. Deviation of meaning by homonymy in memes is displayed using three patterns. (1) The distorted word is accompanied by text as an explanation. (2) The distorted word is accompanied by a picture as an explanation. (3) The distorted words do not appear in language symbols but are images with text as explanatory. Whether this pattern is applied successfully or not depends on the choice of image and the accuracy of the collocation

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