

CHAPTER 1

INTRODUCTION

1.1 Background of The Study

Soto Madura show is one of the traditional theatrical performances in Madura Island. It is a development of *salabadhan* (Madura's theatrical) or *sandur* (Madura's theatrical) in 1970. Because of the influence of modern era, Madurese people are more interested to watch *Soto Madura* than *sandur* because *Soto Madura show* packed in Malay orchestra such as, OM Putra Buana, OM Tamara, OM Putra Jawara, OM Tarara etc.

Nowdays, *Soto Madura show* has spread out to all regencies in Madurese, i.e. Bangkalan, Sampang, Pamekasan, and Sumenep, usually shown in the wedding party, celebrating a circumcision and another special moment in Madura. Being packed in Malay orchestra can make people more interested to watch *Soto Madura show* because Madurese people know about malay orchestra than dangdut (one of Indonesian music genres).

Currently, *Soto Madura Show* is one of the popular entertainments in Madura especially in Bangkalan and Sampang because the profession of Madurese people mostly are farmer and fisherman; they rarely get entertainment. So, it is one of the reasons why many people are interested to watch *Soto Madura show* to get entertainment. The emergence of *Soto Madura show* in Madura is also heavily influenced by social media (YouTube mainly). Afer Om Tarara, the

first Malay Orchestra the promoted about *Soto Madura show*. So, Om.Harmonis and Om. Sinar Berlian are other Malay orchestra also promoted *Soto Madura show* by uploading their performance act on YouTube for public consumption.

In Madura, not only Madurese people watch *Soto Madura show* but all of Indonesian non Madurese people also want to know about humour or uniqueness that happen in *Soto Madura show*, because the *Soto Madura show* itself has already spread out all over the country including Java. Madurese people can be directly understood, but non-native persons of madura cannot indirectly understood if they watch *Soto Madura show*. This is a fenomenan of the native persons of Madura start to catch the writer's interest to observe more about it.

The writer focuses on humor strategies used by the jokers in *Soto Madura show*. Humour strategies are the jokers way to make funny in her action on the stage, humor strategies are very important because they display very beautiful and complicated strategies such as, wordplay, ridicule ect, to make audience laugh. This becomes the first study which looks at humour strategies in *Soto Madura show*.

Soto Madura show in Malay Orchestra observed in the study are *Soto Madura show* in Om. Harmonis, and Om.Sinar Belian. Both of Malay Orchestra are famous Malay Orchestra that many people upload their performances on YouTube for public consumption. Based on the explanation above, the writer is interested in taking *Soto Madura show* as the object of his study.

1.2 Statement of the Research Problems

Related to the description of the background of the study above, the writer will investigate the following research problems:

- 1). What kinds of humour strategies do the jokers use in *Soto Madura Show* ?
- 2). How the jokers do strategies create humorous events in The *Soto Madura Show*?

1.3 Objectives of the Study

The study has two clear important objectives, those are:

- 1). To explain the types of humour strategies do the jokers in *Soto Madura Show*.
- 2). To explain How each humour strategy creates humorous events in The *Soto Madura Show*.

1.4. Significance of the Study

The result of this research is expected to give contributions in two ways, both are theoretically and practically. Theoritically, the result of this study is expected to be a reference for future studies which also deals with humour strategies.

Practically, is expected to provide more knowledge about humour strategies to the audience as the popular entertainment in Madura Island and for those who learn more about comedy, the kinds of humor strategies, the joke

techniques, the features of joke telling etc. In addition this study also expected to help the language user in understanding and applying the humor strategies.

1.5 Scope and Limitation of the Study

The scope of this study is in discourse analysis especially in the analysis of the language of verbal humor. The scope is discourse analysis because the writer analysis beyond the text. The theory used in the study is mostly proposed by Schwarz (2010) the first about joke techniques (focused on describing the joke techniques as one of the humor strategies such as, paralanguage, ridicule, power politeness and blue material, the second figurative languages (play of words which some words have an effect to make audience laugh such as, word play and ambiguity, and hyperbole), and the last and linguistic features of joke telling (features in linguistic aspect can be result a great humor such as, repetition, pause, false starts and discourse markers)

The writer limit this *Soto Madura show* analysis only on two Malay orchestra, the first in OM. Harmonis the professional dangdut from Sampang-Banyuwates show in the wedding party the jokers are Ali Arisandi and Marlana. The second is OM. Sinar Berlian the leader are Mr Asmad from Lantek Barat Galis-Bangkalan and Mr Hanafi from Tanah Merah Degeh-Bangkalan show in the wedding party the jokers are Marlawi and Elis Maryani.