The Sociolinguistic Analysis of Dad Joke on the Youtube Channel Yeahmad

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Abstract

This research aimed to analyze the type of dad joke that appeared on the YeahMad YouTube Channel. The researcher used descriptive qualitative method to collect the data through watching the chosen videos and take a note. The researcher took the 7 chosen videos specifically with dad joke segment as a sample to take the data. The sample of the data were published videos in a span of time from January to June 2024. The fundamental and particular theory of dad jokes that is unavailable was utilized by the researcher to carry out this research. Meyer's (2015) theory of the seven varieties of jokes includes wordplay, irony, sarcasm, situational humor, canned jokes, anecdotal humor, and self-deprecating humor. The data were analyzed and classified by using the theory by Meyer which was the type of jokes. The results showed that the researcher found 109 dad jokes that can be analyzed and classified into the type of jokes which were 12 anecdotal, 19 canned jokes, 11 situational, 4 self-deprecating, 29 wordplay jokes, 14 irony jokes, and 20 sarcasm jokes. Overall, the dad jokes in YeahMad YouTube videos can be classified into the type of joke based on Meyer, which is anecdotal, canned, situational, self-deprecating, wordplay, irony, and sarcasm.

Keywords: Dad jokes, Sociolinguistics, YeahMad, YouTube

BACKGROUND

The role of language especially English in human civilization is crucial nowadays, because English is the language as the global language, it is connecting people around the world with any language. Language can also be defined as linguistics. It refers to complex system of the language, how language works and how does the language can develop. This is supported by Chomsky (2000) that explain about linguistics is a study of human language. Languages are multifaceted and complex frameworks that act as a vehicle for communication, thought, and social expression. By grasping the construction, securing, and evolution of languages, we gain understanding into the activities of the human psyche and society.

Language has its own social function, in a field of linguistics, the terms that how language and society are connected each other is called sociolinguistics, according to Alfitri & Seli (2017), language assisting us to establish and maintain the relationship, so
that, there is a deep relationship between language and society, moreover, all of that terms is develop and known as sociolinguistics. Humor or can be called as joke, is one of the sociolinguistics phenomenon which become a part of the social interaction that usually use for daily communication.

Joke has a broad scope in any terms, Rad (2022) stated that jokes are deeply rooted in the social and cultural memory of mankind and covers countless spheres of life, public and private, religious and political, human weaknesses and differences. As time goes by, joke is developed and become one of the most important terms in social communication. Nowadays, there are some popular types of joke that can be found in the society such as dark joke, adult joke, and dad joke.

Dad joke is one of the types of joke that recently popular in society from any countries, as its name, dad joke is the joke that comes from a father that usually not funny but entertaining. The interpretation of dad joke is basically pretty difficult, that is because dad joke is close to the pun. This is supported by Miranto & Widiastuti (2020) statement that dad Jokes is a short joke, typically a pun, presented as a one-liner or a question and answer, but not a narrative. Dad Joke is actually treated as an entirely separate thing compared to puns or word plays, even though puns make up the majority of the joke. The use of dad joke now not only in the society. Usually, dad joke can be found on a social media platform.

The use of social media is become the part of daily life. This is supported by Kapoor et al (2017) that stated about the social media sites are already so deeply embedded in our daily lives that people rely on them for every need, ranging from daily news and updates on critical events to entertainment, connecting with family and friends, reviews and recommendations on products/services and places, fulfilment of emotional needs, workplace management, and keeping up with the latest in fashion, to name but a few. Suryadi (As cited in Mahpud, 2024), The use of the internet and social media such as Instagram, Twitter, YouTube, Facebook and others has provided various benefits, such as easy access to information, education and business development. Therefore, everything that can to be known because of the social media, and there is no exception for dad joke that usually only for some people, now everyone can enjoy the dad joke.

One of the social media platforms is YouTube. YouTube is an online media platform that allows users to download, upload, watch, and share videos. According to Aisyah (2018), the majority of YouTube video uploaders currently own their content or subject. The user of YouTube can share their hobbies, their experiences and so much more. Some of them even make a community, one of them such as YeahMad channel which is the YouTube channel that performed some comedy such as dad joke, stand-up comedy and roasting.

Based on the above, the researcher formulated the problem which was, what were the types of dad joke that appear on the YouTube channel YeahMad. Moreover, the researcher aimed this research to explaining the types of dad joke that appear on the YouTube channel YeahMad. The basic and the specific theory of dad jokes that cannot be found, the researcher used the theories to conduct this research which is
theory 7 types of joke by Meyer (2015) in which anecdotal humor, canned jokes, situational humor, self-deprecating humor, wordplay, irony, and sarcasm.

METHOD

According to Creswell (2009), the research designs are plans and the procedures for research span the decisions from broad assumptions to detailed methods of data collection and analysis. The research was carried the type of research that called qualitative research. Qualitative research is referred to the research that places primary importance on studying small samples of purposely chosen individuals or other subjects. King & Lai (2017) stated that qualitative research does not attempt to control contextual factors but rather seeks, through a variety of methods, to understand issues from the informants’ points of view and to create a rich, holistic, and in-depth picture of the phenomena under investigation. The researcher dividing the source of the data into primary and secondary.

Primary source is publications in which researcher reports the results of their studies. The authors communicate their findings directly to readers (Fraenkel and Wallen, 2009). In this research, the primary sources were taken from some of the videos on the YouTube channel YeahMad. The secondary sources were taken from any kinds of sociolinguistics books and some relevant materials to support to make the research more flexible and completed the primary data sources. In this research, the researcher uses analysis of document to collect the data (Kothari, 2004).

The researcher collected the data from some of the YouTube videos from YeahMad channel as data sources and focus on the types of joke that is taken from dad joke which uttered by the caster on the videos. The data were collected through some steps which was watched some of the YeahMad videos, and then took the note of the dad jokes that are conveyed by the speakers, and the last identified the types, of dad joke that spoken by the speakers.

RESULT AND DISCUSSION

After conducting the research, there are some data that has been gathered by the researcher by taking 7 videos of YeahMad YouTube channel by using theory types of jokes by Meyer (2015). Additionally, Here were the findings based on the 7 chosen videos by the researcher to gathered the data:

<table>
<thead>
<tr>
<th>No</th>
<th>Video Titles</th>
<th>Codes</th>
<th>Release Dates</th>
<th>Amount of Dad Jokes Found</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Alan VS Abby</td>
<td>V1</td>
<td>January 8th 2024</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Sam VS Akila</td>
<td>V2</td>
<td>March 19th 2024</td>
<td>19</td>
</tr>
<tr>
<td>3</td>
<td>Kristy VS Matt</td>
<td>V3</td>
<td>April 14th 2024</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>Pat VS Matt</td>
<td>V4</td>
<td>May 20th 2024</td>
<td>13</td>
</tr>
</tbody>
</table>
Based on the data above, the researcher found total 109 of dad jokes from the 7 YeahMad videos which all of them were released at 2024. The title of those videos were Alan VS Abby was released on January 8th (12 dad jokes), Sam VS Akila was released on March 18th (19 dad jokes), Kristy VS Matt was released on April 14th (14 dad jokes), Pat VS Matt was released on May 20th (13 dad jokes), Sath VS Peyton was released on May 28th (19 dad jokes), Sath VS Rory was released on June 11th (11 dad jokes), and the last was Matt VS Peyton that has been released on June 25th (21 dad jokes).

There were seven types in classifying the jokes that based on the Meyer (2015) theory, namely anecdotal, canned, wordplay, self-deprecating, situational, irony and sarcasm. Here were the findings of the types of jokes that has been classified as below.

<table>
<thead>
<tr>
<th>No</th>
<th>Types of Joke</th>
<th>Amount</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Anecdotal</td>
<td>12</td>
<td>V1(2), V2(4), V3(2), V5(1), V6(1), V7(2).</td>
</tr>
<tr>
<td>4</td>
<td>Self-Deprecating</td>
<td>4</td>
<td>V1(1), V3(1), V4(2).</td>
</tr>
<tr>
<td>7</td>
<td>Sarcasm</td>
<td>20</td>
<td>V2(7), V3(2),</td>
</tr>
</tbody>
</table>

Total 109
From the table of the data above, it can be identified that the researcher found 109 types of dad jokes which 12 anecdotal, 19 canned, 29 wordplays, 4 of self-deprecating, 11 situational, 14 ironies, and 20 of sarcasm from 7 YeahMad YouTube videos.

As the results that has been displayed above, the researcher has analyzed the overall dad jokes that appeared on some of the YeahMad YouTube videos. People expressed their ideas for the joke differently, and people also has different culture and knowledge. Meyer (2015) stated that some of the meaning present in one individual mind is then shared with another, although never in the exact same way as intended. Therefore, the audiences of YeahMad YouTube channel might be not understand or probably has different perception or can be the opposite thoughts to some of the dad jokes that are conveyed by the casters, whether it is about racist jokes, jokes that from incident, and some cultural jokes that only certain people that known the jokes. In this research, the researcher found the types of jokes that are conveyed by every caster in some videos on YeahMad Youtube channel.

According to Meyer (2015), there are seven types to classifying joke, which are anecdotal, canned, situational, self-deprecating, wordplay, irony, and sarcasm. It has been described above that the language user can express their thoughts and feeling with any way in communication, which are to convey protests, to break the situation, and even showing the helplessness. And one of the ways to express those thoughts is telling a joke and made those thoughts becomes an amusement and entertaining to the other people. The following examples below is explaining about the types of dad jokes based on the joke theory by Meyer (2015).

1) Anecdotal

Anecdotal is one of the types of humor that are conveyed by the person who has funny experiences or events that can be found by the other entertaining, Meyer (2015) stated that humorous incidents are judged based upon both affective information which the experience is involved in the presence of humor. Here were the examples of the anecdotal humor in dad joke that found on the YeahMad video:

“My old highschool teacher told me I would be terrible at poetry due to my dyslexia, but it was so crazy because I have already made like two vases, two jugs, and an ashtray.” (V7, 02:28).

This dad joke can be found on the video Matt versus Peyton that published at June, 25th 2024; this joke was conveyed by Peyton at 2:28. In here Peyton used dad joke by shared her experience when she was in highschool which she was not good at poetry because of her dyslexia, but she explains that she can make vases, jugs and
ashtray which the joke that she used was pun, she misidentified the word poetry with the word pottery.

2) Canned Jokes

Jokes that are pre-existing or often repeated are known as canned jokes. This type of jokes is usually used by the stand-up comedians by preparing some jokes before the show or the events, regarding the casters of the YeahMad YouTube channel were stand-up comedians, this type of jokes can be defined in any dad jokes that are conveyed by the casters. However, there are some dad jokes that also can be found on the other source besides of YeahMad YouTube channel, one of them as below.

• The scene in the video Matt VS Peyton (V7, 07:12):

  Peyton: “How do you make an idiot say how?”
  Matt   : “How?”

  This scene showed at 7:12 as the tricky dad joke, when Peyton asked Matt how to make an idiot say how, Matt immediately answered the Peyton by saying the same word which was how, and it made Matt became the one who idiot that said how. This tricky joke can be identified as canned joke because the idiot jokes was viral lately on the internet. From the dad joke that has been displayed above, it can be concluded as clarification type of joke because it can be explained by two reasons. The first one was average of the speaker or caster in YeahMad channel were stand-up comedians, therefore they have been already prepared the jokes before the segment begun. The second one was because the usage of the joke with the same topics, such as above was about the idiot jokes, it has been viral on the internet recently to trick the other user of the internet.

3) Wordplay

A type of humor that arises from word play, like puns. This type of jokes was can be juxtaposed with dad joke, because dad joke was full of pun. Here was an example for wordplay humor.

• “Why should you never take fungus on an airplane? Because it takes too mushroom.” (V5, 01:16).

The dad joke came from the video Sath versus Peyton that has been released in May 28th 2024. This dad joke was conveyed by Sath at 1:16 and became a wordplay joke because it was the pun when Sath said that why should never take fungus in which a biological name of mushroom, and he implied because it takes too mushroom which sounds like too much room. Therefore, it would take too much room to brought mushroom on the airplane. The dad joke can be identified as wordplay because the speaker using pronunciation as the key of their jokes, and it was also typically a dad jokes that usually using word puns or playing the word with pronunciation and give sense for what the point of the dad jokes that are conveyed about.

4) Self-Deprecating

A typical humor that someone has to make joke about themselves and often personal deficiency, it could be in the real personal condition or just for the audiences which means also can be fake, therefore they cannot be taken seriously. In YeahMad
videos, some of the casters are using self-deprecating dad joke. Here was the example of self-deprecating dad joke:

- The scene from the Pat VS Matt video (V4, 04:45):
  
  Pat : “Do I look good?”
  Matt : “Yeah”
  Pat : “I lost about four kilos recently, I got circumcised.”

This was one of the scenes where Pat’s turn in the Pat versus Matt video that published on May 20th 2024 on minute 4:45. This could be identified as self-deprecating dad joke because Pat in this scene was made joke for himself and explained that he lost four kilos just by circumcised. But of course, the joke cannot be taken seriously. Pat also known as one of the speakers or casters that often-used dirty dad jokes such as above.

5) Situational

The type of humor that arises from certain situations of some contexts. Meyer (2015) stated that experience and situation are involved in the presence of humor. This type of humor used spontaneous events and depended on the contexts. On the YeahMad videos, there are some casters that are doing a situational humor with a dad joke context in a certain time, here were the examples of it:

- The scene from the video Sath VS Rory (V6, 05:49):

  Sath : “How do terrorists feed their children? Here comes the airplane, and here comes the second one.”
  (Crowds laughing.)
  Rory : “That joke was bomb.”

This was the scene from the video Sath versus Rory that has been released on June 11th 2024, where after Sath told a joke, Rory said an unexpectable things Based on the dad joke that has been said by Rory at 5:49, it can be identified as situational humor because the context in the dad joke that conveyed by Sath was a terrorist joke. And Rory responded that with another dad joke which was the bomb that can be also described as great or amazing.

6) Irony

The purpose of the irony jokes was to convey hidden messages or social critics in an indirect way. There was various way to convey the contradiction of the actual situation. In YeahMad videos, there are some casters that are conveyed some of irony joke with the dad joke tone which made the critics like the source of the entertainment. Here was one of the examples:

- “What are the differences between Michael Phelps and Hitler? Michael Phelps can finish the race.” (V5, 11:11).

This dad joke was conveyed by Peyton at 11:11, on the video Sath versus Peyton that has been published on May 28th 2024, this joke was explaining about the difference between Michael Phelps which are the athlete of swimming and Hitler in which are the German famous dictator. The differences are the point of the dad joke
that implies Michael Phelps can finish the race which means the actual swimming race. In the other hand, when Hitler was a dictator of German, he intended to end the Jewish race and which that he failed. And this could be a reason that this dad joke was identified as an irony joke.

7) Sarcasm

The sarcasm was a humor that hidden the disagreement of something that happened with the actual condition around the world. And it was usually sensitive and often sharp or hurtful way. This was one of the examples of sarcasm in YeahMad videos:

- “How does the non-binary person kill people? They/them.” (V2, 08:16).

This dad joke was conveyed by Akila at 8:16 on the Sam versus Akila video that has been released on March 19th 2024. The point of dad joke was to gibing a phenomenon in the society called LGBTQ which went widespread around the world and become the rights to be protect, at least that was what they want. Moreover, the dad joke that conveyed by Akila was one of the LGBTQ types of gender which was non-binary and they pronoun used are they/them which the symbol “/” was called slash. Moreover, when Akila asked how non binary person kill people, he added that they slash them. Which means it can be identified as sarcasm dad joke. The dad joke above can be identified as sarcasm because the disagreement of the world that has been conveyed by the speaker in form of the dad jokes and usually in a hurtful way to send a message to a certain community for their differences or their mistakes in the worldwide.

CONCLUSION

Based on the data that has been displayed on the chapter four, the researcher concluded that there were 109 dad jokes in total that appeared on the chosen 7 of YeahMad YouTube videos. Moreover, the researcher has been analyzed for the types of dad joke that based on the Meyer (2015) theory which were 12 anecdotal, 19 canned jokes, 11 situational, 4 self-deprecating, 29 wordplay jokes, 14 irony jokes, and 20 sarcasm jokes. Total 109 dad jokes that found on the YeahMad YouTube channel. Finally, the researcher hopes that this research will help other researchers conduct similar research and present other topics related to linguistics study and jokes utilized in different situations where the other researchers intended to conduct the dad jokes research and using the same theories by the researcher, and conditions where the subject is become more wider such as in the movie, magazine, website and much more.

REFERENCES


