



## **THE ANALYSIS OF VIOLATION MAXIM TO CREATE ADULT HUMOR IN *AMPHIBIA* ANIMATED TV SERIES (2019)**

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### **Abstract**

In the US animation industry, there is an increasing trend of incorporating adult humor into children's entertainment. This research investigates how adult humor is created by violating Grice's cooperative principles (maxims) in *Amphibia* animated series. The research is analyzed by identifying the type of violating maxim and how each violated maxim co-occurs with rhetorical techniques using Grice's cooperative principle theory (1975) with Tupan and Natalia's violating maxim criteria (2008) and Berger's humor techniques (1993, 1997). This research found that violating the maxim of quality is the most common way to make adult humor at 28.26%, followed by violating the maxim of manner at 15.22% and relation at 10.87%. However, other types of maxim violations were below 10%. The dominant type of rhetorical technique used in *Amphibia* involves irony/sarcasm, with 28.26%. Exaggeration is the second most common type, with 19.57%. While absurdity and ridicule each with 17.39%. Nevertheless, the rest of the rhetorical techniques were below 10%. These findings conclude that violating the maxim can lead to indirectness and leads to unconventional methods of communication. Adults tend to understand this better than children, who often take things literally. Additionally, the characters in *Amphibia* violate multiple maxims simultaneously, possibly to appeal to an adult audience. The show also uses difficult rhetorical techniques for children to grasp, such as irony/sarcasm, exaggeration, absurdity, and ridicule.

**Keywords:** Violating Maxim, Cooperative Principle, Grice, Rhetorical Techniques, Adult Humor, Children Animation

### **A. INTRODUCTION**

The line between adult-oriented and children-friendly humor is increasingly blurry. Akers (2013) observed that the number of adult humor in American animation increased by roughly five times. According to him, the money invested in animated films would not be sufficient to maintain the production

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businesses if children were the only target. Consequently, cartoons and other animations that are considered kid-friendly may suddenly be inappropriate. This trend is even more concerning as more than 60% of children change their language and accent after watching cartoons because children become attracted by the cartoon character and begin to imitate them in every way possible (Habib & Soliman, 2015). Therefore, it is crucial to re-reviewing whether or not a certain animation is suitable for children.

The animation industry has employed a certain dimension of violation to create adult humor. According to Morreal (1986, p. 130), the basis of humor is a violation of expectation, which is when the ideal perception of the world, such as things, properties, and events, becomes disorganized or violated. Thus, humor is established when the expectation of a particular situation is violated. In the case of adult humor, Goel and Dolan (2007) claim that adult humor frequently relies substantially on violating social norms. Social norms themselves are rules that most people expect in behavior (Bell & Cox, 2015). Thus, the expectation is the first dimension of the violation in order to generate humor. On the other hand, adult humor emerges when the efforts of violation go so far as to break social norms.

Adult humor may incorporate taboo topics such as death or murder, religion or ideology, political affairs, and even sex humor (Akers, 2013; Ross, 2005, as cited in Firmansyah & Ariyanti, 2021). Due to these characteristics, the effort of violation required to attract an adult audience is significantly greater, whereas attracting children is lower. According to Stenius et al. (2022), children's humor was emergent, collaborative, and unexpected; it was not a discrete activity but a part of play and playfulness. Children's humor typically involves laughter at the attachment figure through games such as peek-a-boo, mistaking one object for another, misnaming objects or actions, and playing with words, riddles, and jokes (McGhee, 2002, as cited in Cunningham, 2004).

Grice (1975) explains the cooperative principle as the way both speaker and recipient should make only the necessary contribution at the time required, by the agreed-upon goal or direction of the conversation. In order to act in accordance with the cooperative principles, four maxims must be followed (Grice, 1975). First is the *quantity* maxim, which refers to how the speaker provides just the right number of information. Second is *quality* maxims, related to providing accurate information. The third is the *relation* maxim which is how participant limits their contribution as relevant to the context of the conversation. Another maxim is the *manner*, which is the commitment of the speaker to communicate briefly and orderly.

The indirect nature of violation maxims accommodates humor by manipulating linguistic features, such as phonology, morphology, syntax, semantics, and pragmatics (Romadlani, 2021; Krisdwiyan & Hanidar, 2022). The manipulation of linguistic features to create humor is realized through rhetorical techniques. A rhetorical technique is a linguistic device that employs a specific type of sentence structure, sound, or meaning pattern to elicit a certain response from an audience (Shah & Saher, 2019). Humor is created through the use of rhetorical

techniques, which is the practice of manipulating linguistic features in order to create a violation of expectations and, as a result, generate laughter. Berger (1993) provided a list of rhetorical techniques that contribute to the identification and categorization of humor. He believes that all humor derives from the application of these rhetorical techniques because these techniques have been employed for millennia.

The animation industry is unlikely to make children their primary demographic, instead blurring the lines between humor aimed at adults and that aimed at children. Cartoons and other forms of animated media are still often thought of as a product of children's entertainment, but this perception is no longer the primary emphasis of the industry. As a result, the animation industry is making efforts to include adult elements, especially in language through humor. So, there must be an approach for the viewers to recognize adult humor in animations. Using the *Amphibia* Animated TV Series as a case study, this research will attempt to identify adult humor as the intentional violation of established norms, including those of violation maxim and rhetorical techniques.

Following the study background that has been presented, the researcher assumes *Amphibia* animated TV series has violated maxims and used various rhetorical techniques in order to produce adult humor. Thus, the researcher focuses this research on analyzing the violation of maxims in each character's dialogue. Furthermore, several studies investigate the production of humor through the violation of the cooperative principle and rhetorical techniques, and there are Akers (2013), Amianna and Putranti (2017), Al-Zubeiry (2020), Agus and Yustiani (2020), Rochmawati (2017), Harida (2018), Ariadini (2020), Autio (2021), and Wananda (2021).

## B. RESEARCH METHOD

The researchers applied a descriptive qualitative method for examining maxim violation and rhetorical techniques to create adult humor in *Amphibia*. The data in this research is the utterances that contain humor in the animated show *Amphibia* collected from the transcript of the episodes Toad Tax/Prison Break, Reunion, True Colors, All In, and The Hardest Thing. During data collection, the researcher will download the transcript of episodes. Second, watching the episode to observe any occurrence of verbal humor and matching the downloaded script with actual utterance. Third taking every instance of verbal humor into a data sheet using Grice's cooperative principle theory (1975) and Tupan & Natalia's violating maxim criteria (2008) to identify violating maxim and Berger's humor techniques (1993, 1997).

In terms of analysis, the researcher began grouping characters' conversation that contains adult humor in *Amphibia*. Then, classifying the collected data into the type of violating the maxim and rhetorical techniques.

## C. RESULT AND DISCUSSION

### 1. Data Description

#### 1) Violating Maxims

All maxims were violated in Amphibia. In fact, not only do the utterances violate one of four maxims, but some of them violate multiple maxims at once. The following table displays the results of all the examined data.

**Table 3.** The Occurrence of Violation Maxim to Create Adult Humor in Amphibia Animated TV Series

Violated Maxims	Number of violated maxims	Percentage
Quantity	4	8.7%
Quality	13	28.26%
Relation	5	10.87%
Manner	7	15.22%
Quantity and Quality	1	2.17%
Quantity and Relation	4	8.7%
Quantity and Manner	4	8.7%
Quality and Relation	2	4.35%
Quality and Manner	4	8.7%
Relation and Manner	1	2.17%
Quantity, Relation, and Manner	1	2.17%
<b>Total</b>	<b>46</b>	<b>100%</b>

Based on Table 3, violating the maxim of quality is the most common way to make adult humor, as it happens 13 times (28.26%). On the second rank, adult humor is made by violating the maxim of manner with 7 occurrences (15.22%). In the third rank, the maxim of relation is violated with 5 occurrences (10.87%). In contrast, three phenomena of violation occur only 1 occurrence when two and three maxims are violated, such as violating the maxims of quantity and quality (2.17%), relation and manner (2.17%), and quantity, relation, and manner (2.17%).

#### 2) Rhetorical Techniques

Rhetorical Techniques are used when the characters want to create humor. Amphibia contains eight of the most common rhetorical techniques proposed by Berger. The following table displays the results of all examined data.

**Table 4.** The Occurrence of Berger's Rhetorical Techniques to Create Adult Humor in *Amphibia* Animated TV Series

Rhetorical Techniques	Number of Rhetorical Techniques	Percentage
Absurdity	8	17.39%
Irony/sarcasm	13	28.26%
Exaggeration	9	19.57%
Misunderstanding	4	8.7%
Satire	3	6.52%
Repartee	1	2.17%
Ridicule	8	17.39%
<b>Total</b>	<b>46</b>	<b>100%</b>

Table 4 shows that the dominant type of rhetorical technique used in *Amphibia* involves irony/sarcasm, with 13 occurrences (28.26%). Exaggeration is the second most common type, appearing 9 times (19.57%). While absurdity and ridicule tie for third with 8 occurrences (17.39%). However, the least dominant type of rhetorical technique is repartee, with 1 occurrence (2.17%).

## 2. Analysis

The following is the examination of the maxim violation and the analysis of the types of rhetorical devices used in each maxim violation.

### a. Violating the Maxim

Violation of the maxim occurs when a speaker acts in a way that is antithetical to the cooperative principle. Being antithetical to the cooperative principle is a necessary factor in creating adult humor because adult humor heavily relies on violating social norms. In other words, the more extreme the violation, the more likely the humor will appeal to adults. As such, the violation maxim represents the highest degree of violation in the dimension of communication. In fact, violating the maxim creates a wide possibility of language manipulation, which eventually creates adult humor. Therefore, all phenomenon of maxim violation is found in *Amphibia* in order to create humor that is appealing to adult audiences.

#### 1) Violating the Maxim of Quality

The most dominant maxim violated in *Amphibia* is quality. The character usually violated the maxim of quantity by denying something or making ironic/sarcastic statements. Hence, adult humor has created in *Amphibia* when the characters act uncooperatively by denying the circumstances/request or by being ironic/sarcastic. The following illustrates a situation in which the quality maxim is violated.

### **Datum 10 (Episode Reunion)**

Sprig: For someone who's Anne's best friend, you sure don't know her very well. She's brave! She's smart! And most of all, she's not gonna be pushed around by a bully like you!

Sasha: **I think I've had enough of you, squeaky toy.**

#### **Context:**

Captain Grime and his army catch the Wartwood frogs off guard by inviting them to a feast celebrating Anne and Sasha's reunion. Anne introduces Sasha to the Plantar family, and Sasha shows surprise at the size of Hop Pop. The frogs travel to Toad Tower in a wagon drawn by a tarantula. Amidst the festivities, Anne and Sasha spend time together in Sasha's quarters. Sasha displays the tower's luxurious treatment and offers Anne human food, causing Anne's surprise due to her previous diet of insects. Sasha also mentions the availability of hot showers. Sprig uncovers the trap inherent in the banquet, sounding the alarm that they are essentially prisoners, which leads to a clash with the toad soldiers. While Hop Pop faces a grim fate, Anne makes an effort to sway Sasha into helping, but Sasha resorts to manipulation once more. Sprig steps in, criticizing Sasha and bolstering Anne's self-assurance.

#### **Analysis:**

Sprig's intervention to shield Anne from Sasha's bullying demonstrates his protective stance. Yet, the situation swiftly transforms as Sasha delivers a hurtful blow by labeling Sprig as a "squeaky toy." This utterance constitutes a violation of the maxim of quality, notably through the application of irony and sarcasm. The clear implication is that Sasha's comment, far from cooperative, is deliberately cutting. Sasha's reference to Sprig as a "squeaky toy" exemplifies the use of rhetorical irony, a technique that twists the expected meaning for humorous or critical effect. This comment stands as a prime illustration of the maxim of quality being breached. Notably, while Sprig initially aimed to guard Anne against bullying, he ironically becomes the subject of Sasha's disparaging remark.

### **2) Violating the Maxim of Manner**

In Amphibia, the maxim of manner is frequently violated by the character's ambiguous language or when the character exaggerates things. The speaker uses ambiguous language and exaggerates things in order to create humor that can be appealing to adults. The instance below shows Grime's violation of the manner maxim.

### **Datum 24 (Episode True Colors)**

Grime: I got you something. Had it made especially for this day.

Sasha: Whaaaaa? Grimsey, you didn't... How'd you know I wanted to dual wield?  
(*sees her reflection in her new sword*) (*saddened*)

Grime: **What's the matter? You don't like it? Ah! Dang it, I didn't get a gift receipt.**

**Context:**

In the throne room, a different scene unfolds as Sasha begins to experience a sense of remorse for her betrayal of Anne. She questions her own character, pondering whether she is truly a dreadful individual. In an attempt to uplift her spirits, Grime offers her another heron sword and assists in taking down a tapestry portraying a benevolent Andrias.

**Analysis:**

Although Grime is well aware of Sasha's discontent, his subsequent remark reveals a striking emphasis on the return of the gift he acquired rather than taking into account Sasha's emotions. He utters, "**What's the matter? You don't like it? Ah! Dang it, I didn't get a gift receipt.**" This statement introduces ambiguity to the ongoing conversation, given Grime's prior display of concern for Sasha. However, his final words, "Ah! Dang it, I didn't get a gift receipt," introduce an element of uncertainty, thereby violating the maxim of manner in communication

**3) Violating the Maxim of Relation**

The maxim of relation is violated in Amphibia, usually when characters make the conversation unmatched with the topic. Thus, creating an unrelated statement is the most frequent strategy for characters to create adult humor in Amphibia. The instance below shows a violation of the relation maxim.

**Datum 18 (Episode Toad Tax/Prison Break)**

Bog: Uh-huh. Yeah, sure. Whoa! What is that? It's some kind of gangly new critter I've never seen before.

Fens: **I wonder what it tastes like.**

**Context:**

Toad tax collectors arrive in a cart pulled by a spider to gather taxes from the town. Anne perceives an opportunity to gain respect by accompanying the toad soldiers, led by their leader Bog, as they collect taxes. She introduces herself to them despite Hop Pop's warning about the unfriendly and dangerous nature of the toads. Anne is convinced that joining them during tax collection will earn her more respect and disregards his advice.

### **Analysis:**

Bog is surprised by Anne's appearance, as it is the first time Bog has met a human. Fens's uncooperative attitude is made obvious in this conversation by her out-of-context comments when he says, "**Whoa! What is that? It's some kind of gangly new critter I've never seen before**"; while Bog perceives Anne as a threat, Fens sees her as food when he says, "**I wonder what it tastes like.**" It is evident that Fens's statement is irrelevant to the context of the conversation because Fens's remark is supposed to have the same expression as the Bog, who feels that Anne is a threat. The instance below shows another Fens's violation of the relation maxim.

### **b. Rhetorical Technique**

Rhetorical techniques are devices or figures to persuade emotion, especially to evoke humorous situations. The characters in *Amphibia* usually combine violation of the maxim with rhetorical techniques in order to produce adult humor. Hence, adult humor is produced from the cooccurrence of violation of maxim and rhetorical techniques. Since not every instance of breaking a maxim can result in humor, this study employs an examination of rhetorical strategies to establish that certain such occurrences constitute humorous situations. Rhetorical Techniques are used when the characters want to create humor. *Amphibia* contains eight of the most common rhetorical techniques proposed by Berger.

#### **1) Irony/sarcasm**

The irony/sarcasm technique usually appears when the quality maxims are violated. Irony/sarcasm can be seen if the character says one thing while he/she means another, if the character's beliefs or actions contradict the reality of the circumstance or what they want, or if the character appears naive in order to expose an opponent's fallacious reasoning. The instance below shows the use of irony/sarcasm by violating the maxim of quality.

#### **Datum 13 (Episode True Colors)**

Anne: Marcy, what's going on?

King Andrias: Did it ever occur to you, Anne, Sasha? That one of you knew more than she was letting on? That one of you might have gotten you stranded in Amphibia... ..on purpose?

Sasha: You've got to be kidding me.

Anne: No, it can't be.

King Andrias: **Oops! Looks like I spilled the tea, as you kids say.**



**Context:**

After King Andrias rebuilds his empire and plans to attack Earth, Marcy tries to reason with him, saying this wasn't what they agreed upon. But Andrias confesses he lied to her. He also reveals to Anne and Sasha that Marcy knew about the Calamity Box and intentionally got them stuck in Amphibia.

**Analysis:**

Anne has noticed that Marcy has been behaving in an unusual way. King Andrias told them that they were being taken to the planet of Amphibia as the result of an agreement between Marcy and King Andrias. King Andrias even creates an ironic/sarcastic statement by saying, "**I spilled the tea,**" which makes the situation become more intense and hence violates the maxim of quality.

**2) Exaggeration**

Exaggeration techniques are usually created in combination with violating two maxims. Exaggeration techniques are used when the characters enhance reality and blow things up far beyond the reality of the situation, such as directly exaggerating an event or object or indirectly exaggerating what they saw or heard. The following illustrates an instance where the exaggeration technique co-occurs with violating the maxim quantity and manner.

**Datum 31 (Episode Reunion)**

Anne: Yo, Sash. Sick room's over here.

Sasha: [*sighs*] Forget the sick room. Forget school. Let's get out of here and celebrate your birthday in style.

Anne: Oof, skip school? I don't know, Sash—

Sasha: **Anne, this is your 13th birthday. You only get one of these. So let's make it the best birthday in the history of birthdays.**

**Context:**

Three months earlier, Sasha successfully convinces Anne to skip school on Anne's birthday, coinciding with a class on frog dissection. Instead, they opt for a day of entertainment at arcades, engaging in graffiti art on buildings, engaging in daring escapades with shopping carts, and leisurely relaxing in a café to celebrate Anne's birthday.

**Analysis:**

Sasha insists they should spend the day celebrating Anne's birthday instead of going to class. In order to further manipulate Anne with her ideas, she used

exaggeration techniques by saying, "**So let's make it the best birthday in the history of birthdays.**"

### 3) Absurdity

The absurdity technique may appear in *Amphibia* in conjunction with the violation of two or three maxims, but it is typically used in combination with the violation of the manner maxim by being ambiguous. Absurdity itself can be detected when the characters utter contradictory statements, subvert logic, offers paradoxes that cannot be fathomed, or when the characters speak nonsense. The following is an example of absurdity through violating the maxim of manner.

#### Datum 26 (Episode All In)

Sasha: We've got to get out of here before Andrias annihilates Earth!

Anne: These dang restraints are too strong!

Grime: **Perhaps we need to use a little more force.** (*tugs on the restrains and tries different positions to get out, but it doesn't work*) **I'm out of ideas.**

#### Context:

The group found themselves detained within the confines of an imposing chamber. Sasha, Grime, and the others were acutely aware of the urgency of their situation and that they needed to escape before Andreas invaded the earth.

#### Analysis:

Grime's first statements plainly demonstrate his confidence in relinquishing restraint, while his subsequent statements reveal his desperation by saying, "I'm out of ideas." This indicates that Grime uses absurdity to produce adult humor because he utters contradictory statements, which makes his statement ambiguous.

### 4) Ridicule

Ridicule is a humor technique when the character derides someone with a scornful tone, mocks someone by imitating the person's look, or taunts someone about an unpleasant fact. *Amphibia's* characters combined ridicule with a wide variety of violating maxims. However, ridicule frequently appears with the combination of violating the maxim of quality. The following is one example of ridicule that co-occurs with violating the maxim of quality found in *Amphibia*.

#### Datum 06 (Episode Toad Tax/Prison Break)

Anne: I was thinking we could hang out with these guys a little longer. They seem pretty cool.

Sprig: [*scoffs*] **Cool? More like smelly. Not to mention creepy.**

**Context:**

Despite living in Wartwood for a month, Anne feels a lack of respect and care from the townspeople, who continue to label her as a monster and avoid her presence. This feeling intensifies when she spots the last packet of beetle jerky on a store shelf at Grub N' Go. Her attempt to reach for it is thwarted by Wally, who grabs it and teases her before running away. Anne gives chase, but Mrs. Croaker unexpectedly pushes her from behind using a cart and makes a comment about her rear end. While walking away, Anne slips on a puddle, resulting in her falling to the ground amidst the laughter of the other frogs in the shop, who mockingly call her names like "scarecrow." Feeling humiliated, Anne leaves the store and vents her frustrations to the Plantars about the mistreatment she endures from the townspeople.

**Analysis:**

Sprig employs a technique of ridicule, skillfully taunting the assembled army by highlighting rather unflattering characteristics, such as their perceived odor and eerie demeanor. This form of rhetoric aims to mock and belittle the group, effectively drawing attention to these less desirable traits. Notably, in his pursuit of creating this sense of ridicule, Sprig also subtly contradicts Anne's earlier assertion, thus violating the principle of the quality maxim, which calls for contributions that are appropriately informative and accurate.

**3. Discussion**

The researcher discovered that all maxims had been violated. However, the maxim of quality becomes the most prominent type of maxim violated in Amphibia. According to Grice (1975, as cited in Tupan and Natalia 2008), violating the maxim of quality occurs if the speaker lies, denies something, distorts information, or makes ironic and sarcastic statements. However, this research found that the characters in Amphibia dominantly violate the maxim of quality by making ironic and sarcastic statements. This finding extends the research of Rochmawati (2017) and confirms that irony or sarcasm frequently accompanies the violation of the maxim of quality.

Irony/sarcasm are the most dominant type of rhetorical techniques found in Amphibia. Irony/sarcasm is a dangerous method of producing humor because people may fail to comprehend the concealed meaning and interpret the humor literally (Berger, 1993, p. 41). Thus, the use of irony/sarcasm by some characters in Amphibia assures that there is an infliction of adult humor into children's animation due to the indirect nature of this type of humor. As Glenwright and Pexman (2019) suggest, children can distinguish the nonliteral meanings of sarcasm and irony, but they do not differentiate the pragmatic purposes. Therefore, the extensive use of irony and sarcasm in Amphibia is primarily intended to make the series more

entertaining for adult audiences. However, the researcher discovered that in addition to utilizing irony and sarcasm, a considerable amount of other rhetorical techniques were employed in *Amphibia*. These included exaggeration (19.57%), absurdity (17.39%), and ridicule (17.39%).

Exaggeration is frequently used when violating the maxim of manner or committing multiple violations of the maxim with manner. This phenomenon happens because violating the maxim of manner itself occurs if the speaker exaggerates things. In contrast, the maxim of manner expects the speaker to make a clear contribution and to execute the performance with reasonable dispatch (Grice, 1975, p. 47). Exaggeration makes the conversation become obscure and ambiguous due to the involvement element of trickery. Exaggeration is another finding that confirms the presence of adult attributes in *Amphibia* due to these characteristics.

In the next rank, absurdity has also often co-occur by violating the maxim of manner or committing multiple violations of the maxim with manner. Unlike exaggeration (which involves trickery), absurdity is a technique based on subverting logic, uttering contradictory statements, and offering paradoxes (Berger, 1997, p. 108). These characteristics lead the conversation to become obscure and ambiguous. Thus, absurdity is used in conjunction with violating the maxim of manner. Therefore, the element of subverting logic, uttering contradictory statements, and offering paradoxes, confirms there is an expansion of the animation industry to reach adult audiences.

Another interesting finding is that the characters have utilized ridicule in the form of direct verbal attacks against a person, thing, or idea as techniques to create humor in *Amphibia*. Although ridicule could be used in a variety of violating maxims, ridicule has been used by the characters in *Amphibia* in conjunction with violating the maxim of quality. Hence, ridicule shares a similar pattern with irony/sarcasm, which is often created by violating the maxim of quality. However, the characters in *Amphibia* have used ridicule as a form when rejecting offers, suggestions, or requests. As stated by Grice (1975, as cited in Tupan and Natalia 2008), one of the conditions in violating the maxim quality occurs if the speaker denies something. As a result, certain characters have responded to something with verbal attacks, which goes against ethical norms and is therefore preferred by adult audiences.

The outcome of this research has provided insight into how the incorporation of adult humor into children's animation. First, the characters have violated multiple maxims at once as a manifestation of extra effort in attracting an adult audience. Second, the violation of the maxim creates indirectness and leads to unconventional methods of communication, which adults tend to prefer rather than children (that often take things literally). Third, rhetorical devices like irony, sarcasm, exaggeration, absurdity, and ridicule—which are difficult for children to grasp—are prevalent in *Amphibia*. Therefore, the findings confirm that there is an expansion of adult humor in children's entertainment.

## D. CONCLUSION AND SUGGESTIONS

### 1. Conclusion

All characters in *Amphibia* have violated the maxim in order to make humor more appealing to adult audiences. Violating the maxim of quality is the most common way to make adult humor. It is followed by violating the maxims of manner. The last one is violating the maxim of relation. However, the characters could also be violating two and three maxims simultaneously to further increase the foolishness of the conversation.

Violation of the maxims gives the opportunity to the speaker to manipulate linguistic features, one of which is realized in rhetorical techniques. The dominant type of rhetorical technique used in *Amphibia* involves irony/sarcasm. Exaggeration is the second most common type. While absurdity and ridicule tie for third. Although the rhetorical technique is typically used to create broad kinds of humor, the creation of rhetorical techniques in *Amphibia* involves violating the maxim. Therefore, the researcher concludes that violating the maxim and rhetorical technique are two linguistic components of creating adult humor.

### 2. Suggestions

The researcher faces challenges during the course of this study. In comparison to other areas of linguistics, the study of adult humor language is under-researched. This is an issue since the researcher had a tough time obtaining other references. The researcher acknowledges the fact that the method to identify adult humor in this study is flawed in many ways, and whether such humor falls under the category of "adult humor" is unclear. Therefore, the researcher suggests that to conduct the research on this topic with other variables, such as face and politeness or impoliteness strategies. For general readers, the researcher suggested reading this research as an enrichment of their insight, especially for parents to assess the content of children's entertainment since children are most likely to replicate the language styles of their favorite cartoon and animation characters.

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