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Language Style Used in The Body of Truck: Grammatical Fluidity and Social Function

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Abstract

Style in a language is frequently used to bring up the intention between the writer and the reader as a real interaction between the speaker and the hearer. Therefore, the phenomenon of language style used in the body of the truck is rewarding to convey different information that presents specific messages. To build a message that relates to social life, the words need context in the view of pragmatics in which the role of semantic meaning is needed as well inflicts the humor sense as regards the social function. In discovering the analysis, a qualitative approach is required for the research. The result shows three language styles appear on words in the body of the truck namely formal style, informal style, and colloquial style. Then, elaborate language meaning in the side of context in pragmatic. The result indicates that physical, epistemic, linguistic, and social contexts are beneficial to point out the message of words on the body truck. Finally, this study found the extent of semantic meaning from words on the body truck relates to social life which contains senses relation of analytic, synthetic, and contradictory. This may suggest that delivering messages in the written mode can be beneficial to the reader especially if it conceives a sense of humor which produce different stereotypes inside the language and is connected through social life.

Keywords Language Style; Grammatical Construction; Pragmatics; Semantics.

Introduction

Due to everyday life, people are invariably undergone to keep in touch through communication. Not only in a way of oral communication but also in written communication. As never been escaped, a human needs to express appetite, desire, requirement, message, etc. commence by the smallest part of society as an individual who exists in a group, class, or family demands language to make an interaction with others (Tsoumou 2020). More specifically, a language is fundamentally a tool of communication in society, without language people are unable to communicate well (Sirbu 2015).

One of the great values of language in written communication is telling something meaningful to the readers concerning the emotions as representative of the visual message on it. The emergence of the message is affected by how the language style is used by the writer to succeed in delivering a thought, idea, or feeling (Kovacs and Kleinbaum 2020). Several stylistic thinkers have analyzed some works using stylistic approaches. As well as done by Luise had been reviewing the theory asserted by Ronal Carter (2004) in the book *Language and Creativity* regarding the language and creativity which produce the style of language (Luise 2007). On the side of stylistics, Carter is interested in the link between language, creativity, and pedagogical stylistics both writing and speaking. Therefore, the creativity of language use hooks up the gender and social class which is deeply rooted in human reality in society. Thus, the language style that is used within the communication can serve as signs, images, symbols, or certain other codes (Rabiah 2018). Besides, written communication needs a tool by way of the message delivered as well. Like slogans in the body of the truck can be used to convey messages about the reality of something that happens to represent the phenomena in society.

Figure 1 Truck from the Internet Figure 2 Truck from the Road

Nowadays, trucks have not been changed just become a means of transportation but also visual communication which conceives written messages in a given language, as seen in Figure 1 and Figure 2. These appear on the body of the truck along with the increasing number of unique phenomena that continuing

happened in society. The slogan oftentimes has unique and distinctive words striking from the sense to be achieved (Rabiah 2018). Sometimes words from the slogan on the body of the truck can make anyone who reads it smile and laugh since it is amusing and related to daily life and has a sense of humor. Humor sense is needed in daily life to release stress and relax the mind. Nilsen suggests as for humor in the view of linguists investigates the trait of intentional and unintentional ambiguity (Milner Davis 2018). While Attardo (1996) stated that language in both pragmatic and semantic mechanisms is a medium of communication that has many gaps in humor among verbal and non-verbal forms (Guidi 2017). It has been clear that the application of humor in visual communication can be worth it if the reader understood the meaning. Nevertheless, some words appear in the wrong usage of grammar. In this case, the role of grammatical contractions is taken into account in the analysis of words to share grammar knowledge thru society as well. It can be said there is some lack of grammar so that people might understand the meaning but not the context. That is why the language on the body truck can produce humor sense.

There are many researchers have done to reveal the language style which has relatable points through written communication and its meaning. The first prior study was concerned with the meaning of the slogan on the body of a truck using semiotic model analysis by Barthes (1985) that revealed the purpose contained as well as knowing the goal behind the slogan on the body truck in the Tanjung Perak Surabaya (Rohim 2017). The finding generally demonstrated the expression of the language on the body truck with semiotic analysis which fixated on the theory and interprets meaning in a specific way that contains aspects of sign, signifier, and signified which exist in the society. The second current study conducted by Setiawan and Halum (2016), indicated the language phenomenon concerning socio-cultural issues found on motorcycle stickers using critical discourse analysis. Besides, this study also focused on the patterns of language structure and other linguistic elements that appear on motorcycle stickers. Another researcher in the recent study interpreted the stylistic analysis to depict functions of a language style used in the commercial product. By using Wells's stylistic theory (1995), this study tried to amplify when choosing the right variation of words will affect the message and determine the perspective of people who read that words based on logic (Putri et al. 2020).

As seen from the prior studies, this study has differences in several ways of analysis. The prior study of Rohim perused the style of language in the body truck which was only conducted in the area of Surabaya, specifically in Tanjung Perak Surabaya. As well as the meaning of words as the side semiotic model by Roland which is an old theory to be used in analyzing. However, analysis of the language phenomenon by Setiawan and Halum simply writing stickers emerged in the

motorcycle that is found only in the Indonesian language. While the case of language style analysis that has been done by Putri et al. is merely organized in selected woman commercial product advertisement in which the analysis certainly pointed out in a specific gender only not in general.

Therefore, unlike the previous studies, firstly this study tries to reveal the language style that is used on the body truck whereby the words used might be composed of grammatical fluidity which has potential for the emergence of humor throughout society. Likewise, this study tries to find out the patterns of language style used in the body truck conceive message which mostly relates to the phenomena in the daily life of people around. Then is regarding the use of the language style to dole messages and erect society's attention to what language means in the side of context in pragmatic and show the extent of messages from words on the body truck in the view of semantics. Hence, it supposes that this study intends to disclose the language style used contains meaning throughout social life. Even if there are some oversights on writing the words on the body truck as written communication.

Method

As this study concerns analysis which investigates messages by the language style that is used on the body truck, applying a qualitative approach is compatible to find the evidence. The qualitative approach tends to establish the meaning of the phenomena which relies on text or image data to interpret the data (Creswell and Creswell 2018). It is also asserted by Creswell (2009) that seeing a phenomenon to discover a finding in the research using qualitative approaches needs participatory knowledge claims. The observation and documentation methods are precisely utilized to collect the data for this study. Primary, observation is employed in this study, as Kothari (2004) stated the main advantages of this method are the phenomena that had been observed are related to currently happening and the observation is not depending on the respondents' willingness to respond to what the researcher analyze. Besides, documentation is also used in this study, the intent of this data collection method enables it to be accessed at a flexible and convenient time which does not need much expense to do the research.

This study uses the words on the body trucks as the objects for doing the research. The navel of this study is the usage of language style towards the words which might include some lack of grammar and varieties of meaning seeing from pragmatics and semantics aside. Hence, the observation method in this study is used to collect data by observing the use of language style on image or text of body truck throughout the itinerary road. While documentation method is utilized to examine words on the body truck by browsing the data from online media

platforms as such the internet, website, and social media. Moreover, those methods are used by the researcher to get the grammatical system included in the words on the body truck. Also, used to investigate the messages contained in the words on the body truck in the view of pragmatics and semantics.

Three points of data analysis techniques proposed by Miles; Huberman; and Saldana (2014) to present a good analysis of the data using qualitative research. These include data condensation, data display, and drawing and verifying conclusions. This analysis has no data condensation since the researcher uses all the data that had been collected, summarizing the data is unnecessary. The process of data analysis technique in data display is in the form of a table to organize the data well. This technique is certainly useful to regulate data in the result section. The last process of data analysis technique is drawing and verifying conclusions in the discussion section which means combining the analysis of the data with the theory that is utilized in answering what the research wants to reveal.

Result and Discussion

The data of this study is in the form of a picture that contains words, phrases, or sentences included in the body of the truck taken by the researcher from an online source and the road. It must have the style of language seeing from grammatical issues and social function on it. Thus, the sources are taken from selected several bodies of the truck to support the researcher doing the analysis.
To distinguish the use of style in a language that appears in society, this research firstly discusses the language style used chiefly on the body of a truck. Secondly, this research tries to analyze the construction of grammar which focuses on how the structure of a sentence is formed. The last finding would elaborate the meaning from a different side, meaning from the side of context and meaning from the side of stereotype. Whereas, the researcher found 26 pieces of data; eight pictures taken from the internet and 18 pictures taken from the road that is listed in the table below;

Table 1
Words Captured from the Body Truck.

Internet	Road
The me a nack is three	Funny family the best
Wish a does do wrong. Next do wrong. A does the seek been she gear. Awake is so she heat or a die ro boonk smoot and law leer. Ben or a key cut!!	Final fantasy
New fear the me is 3.	Executive class
Don't rich people difficult.	Fake pick up
I am not father.	Express team ½ error

No Body is perfect.	Eat Sleep Dump Truck
Don't to milk.	Heavy duty
Pra one are you the end tought so peer.	Surabaya express
	Next generation
	The best truck community
	No pain no gain
	New normal Bandung auto fest 2.0
	Car & truck modification show
	Truck and fun
	Long vehicle
	Good father
	The new generation never die
	I will always love you
	Stay with me
	Black pink in your area
	Life goes on

The data collected by the researcher merely contain the English language. Even if some of the data have context in Javanese and the meaning would be conceived by Javanese people only. This can occur since the data was taken on Java Island. Yet elucidation emerged by the researcher assists the reader convenient to comprehend the intentions inside the language. The detailed explanation regarding the data is described in the result and discussion.

Result

Focuses of this study are to unite the use of language style including on the words of body truck likewise discovering the structure of the words so that able to capture the message inside the word usage. Thus, the data in this section would be analyzed based on three sub-analysis. The first is to identify the language style that is used on the body of the truck. Second, classify the grammar of language style used on the body of the truck that affects word constructions and their meaning. Third would discover the message of language style used in the body truck exposed seen in both contexts of pragmatics and semantics.

Even if those three analyses are enough to find out what purpose is hiding in the language of the body truck. Yet this research has other intention related to humor since the main purpose of language written in the body truck is to entertain the rider or driver.

So that, people would be consoled when they find heavy traffic.
Language Style Used in the Body Truck

Many phenomena appear in society, therefore people are likely to express their thoughts or feelings through words. Then portray those ideas by way of pictures on the body truck to be shown in public. This part elucidates evidence for the first purpose of this study. As the researcher got the data, three types of language styles by McCrimmon (1963, as cited in Herdian and Supri 2020) have been included in the table below;

Tabel 2
Language Style Analysis of the Data

Language Style	Data	
	Internet	Road
Formal style	Don't to milk	Executive class
Informal style	Wish a does do wrong. Next do wrong. A does the seek been she gear. Awake is so she heat or a die ro boonk smoot and law leer. Ben or a key cut!!	Life goes on
Colloquial style	New fear the me is 3.	Eat Sleep Dump Truck

As seen from the table above, the data shows body trucks contain words that have their style in a language. The language style constitutes a kind of words choices that people used to express an intention. It also shapes a linguistic form to deliver the art of each word. Thus, the language style depicts readers to regard what was stated seriously, ironically, humorously or others. Completely, the whole data in Table 1 from the internet has three formal styles, three informal style, and two colloquial style. Data from the road have four formal styles, six informal styles, and eight colloquial styles. Whereas, six data inputted in Table 2 represent each language style that is analyzed. Both data from the internet and the road provide three words. The distinction between the data from the internet and the data captured on the road is quite significant. Mostly, the Javanese context is utilized on the internet data while the road data uses English. Yet, it can be seen that they both contain the same styles.

As found in the data taken from the internet, the phrase "Don't to milk" is detected as a formal style because it concerns an attitude towards the reader. The attitude here means there is advice from the writer to the reader for sure it is a kind of advice for the road users. The meaning itself concerns Javanese context and contains a prohibition of doing something while riding or driving. The word "Don't" in Javanese means *Ojo,* "to" means *ke*, and "milk" means *susu*. If it is combined becomes the phrase *Ojo kesusu* which comprises advice meaning "Don't be hurry" in

English. Even so, Javanese people commonly misunderstood by mean it as *ojo nang susu* which is translated in English becomes "Don't lean on women breast".

While for the words "Wish a does do wrong. Next do wrong. A does the seek been she gear. Awake is so she heat or a die ro boonk smoot and law leer. Ben or a key cut!!" named as informal style seeing from the words are incorrect in grammar structure as a sentence and contain daily language of Javanese people. Since it is a Javanese context, no wonder the structure of grammar is messy. Besides, the reason why it correlates with society's habits is that the words are fraught with satire. This sentence is unique and deals with pronouncing to obtain the meaning. Such as "Wish a does do wrong" in Javanese the sound produces the phrase *Wis adus durung.* The next phrase is "Next do wrong" sounds *Nek durung.* "A does the seek been she gear" sounds *Adus disek ben seger.* "Awake is so she heat or a die ro boonk smoot and law leer" sounds *Awake iso sehat ora direbung semut lan laler.* The last "Ben or a key cut!!" sounds *Ben ora kecut!!* Meanwhile if these phrases merged into a sentence, they become *Wis adus durung. Nek durung. Adus disek ben seger. Awake iso sehat ora direbung semut lan laler. Ben ora kecut!!* This can be translated in English as "Have you taken a bath. If not. Go take your shower to make your body fresh. Make your body healthy no ants and flies".

Furthermore, "New fear the me is 3" is analyzed as colloquial style since the context of meaning is in Javanese and contains the truck driver's statement about his real life. To grasp the meaning, the reader needs to notice the pronunciation of the text. The word "New" and "fear" sound *nyupir*-the alphabet "f" pronounced as "p" in Javanese. For "the" and "me" sound *demi* and "is 3" becomes *istri.* So it is *Nyupir demi istri* and can be translated in English as "work as a truck driver for my wife". The sentence intends a husband is willing to work at any kind of job for his wife, including being a truck driver.

Besides, the data from the road also has its style from the whole data that had been collected. Three kinds of words appear in Table 2 to represent the 18 data that had been captured. Initially from the bottom, "Eat Sleep Dump Truck" shows as colloquial style because it has no good structure and it is a usual phrase used in habitual conversation to name lazy people. In Javanese is wonted about the phrase of *mangan turu nelek* which means people who have no specific activities or it stated as no life. Alike with the intention of "Eat Sleep Dump Truck" is the truck driver doing *mangan turu nyupir* time after time throughout his entire life.

The second data is "Life goes on" is an informal style because it is grammatically correct and it is a phrase. Another reason is that this phrase is used for daily conversation. This English phrase is usually found in daily quotes after mentioning something sad happened and it has meaning people have to carry on living normal although they are very upset about something that happened in their

life. Move to the last data "Executive class" is a formal style since this noun phrase has correct of adjective order. It is usually used in public places like in the train station. Regarding the usage of this noun phrase, it can also be used in the place where it is dealing with an exclusive, luxurious, and expensive type of class. Generally, people know this noun phrase as a business class for society with a high-class status.

As described in the result above, by playing the role of stylistics and functionalism which described the level of language to make a valid interpretation. It also introduced stylistics as a tool kit for the analysis of the language. Thus, language utilization is currently noticed not only in oral communication but also in the role of written mode as people use it in the words on the body truck.
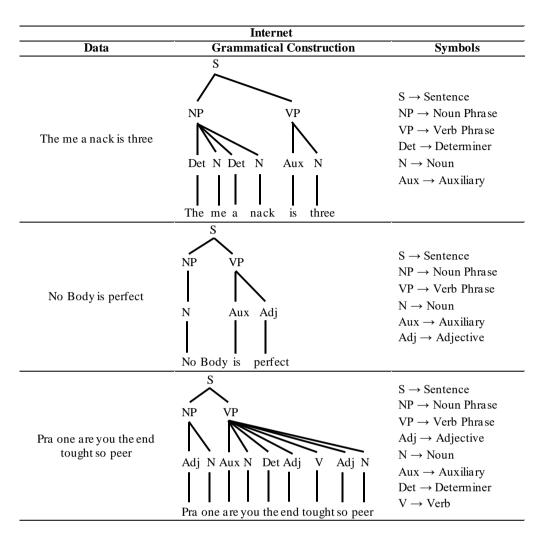
Grammatical Fluidity

Grammar in the analysis has widely used to be acquainted since it is dealing with the system or structure of words, phrases, or sentences. Knowing the process of grammatical analysis might easier to find what the aim of those words is. The result of the grammar analysis can be seen in the table below;

Table 3
Grammatical Analysis of the Data

Internet

Data	Grammatical Construction	Symbols
The me a nack is three	S → Sentence NP → Noun Phrase VP → Verb Phrase Det → Determiner N → Noun Aux → Auxiliary	
No Body is perfect	S → Sentence NP → Noun Phrase VP → Verb Phrase N → Noun Aux → Auxiliary Adj → Adjective	
Pra one are you the end tought so peer	S → Sentence NP → Noun Phrase VP → Verb Phrase Adj → Adjective N → Noun Aux → Auxiliary Det → Determiner V → Verb	

Road

Data	Grammatical Construction	Symbols
Funny family the best	S → Sentence NP → Noun Phrase VP → Verb Phrase Adj → Adjective N → Noun	
I will always love you Stay with me	S → Sentence NP → Noun Phrase VP → Verb Phrase Aux → Auxiliary N → Noun Adv → Adverb V → Verb	

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The patterns of language style used on the body of the truck affect the grammatical constructions. As seen in the table above, grammatical analysis is dealing with the general pattern of subject-verb agreement, or as known SVO analysis. In this study, the researcher uses a tree structure to classify words into a particular part of speech based on inflectional properties and syntactic distribution. From the first data "The me a nack is three", there is a mistake in grammatical construction because there a two determiners in a noun phrase. This can happen because the sentence has meaning in Javanese. Similar to the previous analysis of the language style, the pronunciation of each word produces a Javanese word. The word "the" and "me" sound *demi*, "a" and "nack" sound *anak*, "is" and "three" sound *istri*. So, these pronunciations become *demi anak istri* or it is translated in English as "For the shake of my child and my wife". This sentence intends that the truck driver would be pleased to work hard to earn money for his child and wife.

Moreover, "No Body is perfect" actually has the correct structure but the word "no" and "body" are supposed to be merged, not separated. The sentence becomes "Nobody is perfect" which is a common phrase in a quotation, the purpose is to convey an expression of being self-acceptance of what a person already has. Everybody makes mistakes so people do not need to feel down or dud. This can be included in a kind of judgment or criticism towards someone or something.

The structure of "Pra one are you the end tought so peer" is incorrect because the relation between the words does not demonstrate anything, except in the Javanese context. Also, the word "pra" has no meaning in English and the word "tought" should be "thought" in the English word. It is a kind of dark joke that commonly comes from society. As people nowadays use language in written communication to deliver thoughts, ideas, feelings, or even senses of humor. The kind of dark joke in this part emphasizes the social relation between text and reader in which one of the examples is concerning gender-based that has potential producing amusement. This phrase is also regarding sound in Javanese which produces the sound of prawan ayu dientot supir. Whereas, the translation in English is "the beautiful virgin got sexual intercourse with the truck driver". This issue is used as a joke by some people, nonetheless, it seems demeaning to woman dignity.

The fluidity of grammar can be found as well in the data taken from the road. The words "Funny family the best" missed the auxiliary before the noun. It cannot be a sentence if there is no verb or auxiliary between the subject and object to make it clear which one is the noun phrase and verb phrase. Therefore, the correct sentence is "Funny family is the best". Also, the incorrect spelling of the word "family" should be "family". This sentence has meaning the best thing in life is having a fun family where they can have fun with each other anytime.

The sentence "I will always love you" has a good structure as a sentence, is grammatically correct, and is usually utilized for showing a heart feeling to the

partner. Whereas "Stay with me" is also correct in grammar as a phrase but there is no subject to make it as a sentence. This is an idiom that means to remain in a romantic relationship with someone even when its survival had been doubtful.

In addition, "Black pink in your area" is incorrect in grammar since it missed the auxiliary to make it a sentence. Yet in daily conversation, this sentence is correct and can be used in communication even with no auxiliary. It is a popular expression that is used by Black Pink fans when they attend this famous girl band from Korea performing in a particular country.

Social Function

This result is also giving evidence to elaborate on the last purpose of this study. It is relating the words on the body truck to social life which has potential for the emergence of humor. The researcher uses pragmatics to analyze what context the data have so that the content inside would be understood by the reader. The language on the body truck mostly uses Javanese, even though the text is written in English and Indonesia still the context will be linked to Javanese circumstances. Therefore, knowing the meaning of the words on the side of semantics is also needed to grab the intention. Thus, the word, phrase, or sentence on the body truck brings out amusement to the reader. The classification is listed in the table below;

Table 4
Context in Pragmatics and Semantic Meaning

Data	Source of Data		Context in Pragmatics				Semantics Meaning		
	Internet	Road	physical context	epistemic context	linguistic context	social context	analytic	synthetic	contradictory
Wish a does do wrong. Next do wrong. A does the seek been she gear. Awake is so she heat or a die ro boonk smoot and law leer. Ben or a key	✔					✔		✔	

cut!!								
Don't rich people difficult	✔					✔	✔	
I am not father	✔					✔		✔
Fake pick up		✔	✔					✔
No pain no gain		✔		✔			✔	
Good father		✔			✔			✔

As presented in the table above, the researcher uses data from the internet and the road. It seems from the data included in the table that the social context is more commonly used in the data. A half of six data use social context and for each context physical context, epistemic context, and linguistic context has one data. Differ from the context, the semantic meaning has balanced data. Every sense property as analytic, synthetic, and contradictory represents two data. Commence with the context of "Fake pick up" refers to physical context because it has a setting of what the words mean. It places on the pickup, a small truck with an enclosed cab and open back that picks a good and usually rented, while it is just a play on words. Since the phrase "Fake pick up" tends to use in other vehicles such as taxi. In this case, the semantic meaning of this phrase is contradictory because it has a distinct meaning in real life. The small truck that has "Fake pick up" slogan or sticker tends to indicate as a vehicle that uses porn hub channels in the transaction. Yet, this slogan is just a joke.

Whereas, the phrase "No pain no gain" refers to epistemic context seeing from the words here are shared long before in an ointment advertisement on television. So people have recognized this idiom closely. When the rider or driver read this phrase on the road, immediately they would know the meaning. The idiom is pertaining the suffering is necessary in order to achieve something and make progress in gaining success. This belongs to the analytical in the semantic meaning because the phrase is agreed by society.

Linguistic context refers to the noun phrase "Good father" since the arrangement or word order is most veritable than the other words in the table. The meaning itself can be true or false because, in fact, not all fathers are good fathers. It tends to be synthetic seeing from the meaning closely related to the real situation by way of society.

In the social context, there are three shreds of evidence seen on the table. Commence with the sentence "Wish a does do wrong. Next do wrong. A does the

seek been she gear. Awake is so she heat or a die ro boonk smoot and law leer. Ben or a key cut!!" This sentence has relation to the daily habits of the reader especially Javanese people, even if this is written in English but when people read it they will know what the intention of. Shortly, this sentence is about inviting the public to maintain body hygiene so they would not get sick easily. The context means synthetic although it is possibly true, it can happen in real-life situations.

The data "Don't rich people difficult" also takes place in a social context for an advice word to the reader while riding on the road. The Javanese context here can be understood when the words are translated into the Javanese language word by word. As the word "Don't" means *ojo.* "rich" means *kaya*. "people" means *uwong* and "difficult" means *susah.* Accordingly, it conceives meaning *ojo kaya uwong susah* which is translated in English becomes "Don't be sorrowful like a poor person" The context is in Javanese and belongs to analytic in semantic meaning because the advice is agreed by society with no recourse to world knowledge.

The last is "I am not father" stated as a social context by reason of how often this sentence is used in society. It is commonly applied in a relationship chiefly among Javanese people and it is booming among teenagers. Thus, the sense of the sentence is contradictory for some people might say that this is not informative enough after they read it.

Discussion

Based on the result depicted above, the first result shows clearly that the style in a language escorts an explicit message to the reader as is stated by Kovacs and Kleinbaum (2020) who has examined the language phenomenon expresses intention and emotion of words. Due to the formal style of language that is used in a text on the body truck, it is indicated as formal style since the sentence contains the characteristics of formal style, those are using complete sentence and grammatically correct beside the sentence also embodies cause and effect for doing something. The second data of language style usage sheds light on the use of informal language style on the body truck. The sentence tends to express something that people commonly understand because the language is in a simple sentence and mostly uses phrases in everyday language or it can be said as an idiomatic expression. While the third data in Table 2 shows the colloquial style that appears within a language on the body truck which is sometimes incomprehensible but still relates to social life. By giving an example of each style, this result confirms the theory of style in a language by McCrimmon (1963, as cited in Herdian and Supri (2020) demonstrated that there are three general language style classifications, specifically Formal Style, Informal Style, and Colloquial Style.

Besides, the result in Table 3 concerns grammar analysis that is used to be acquainted since it is dealing with the system or structure of words, phrases, or

sentences. By knowing the process of grammatical analysis might easier to find what the aim of those words is. Thus, better to comprehend the grammatical contractions to get easier in the analysis system or structure of words. Here the researcher uses the theory asserted by (Müller 2020) that classifying the structure of words can be done by using tress of grammatical relations or can be said as grammatical functions which consist of a subject, verb, the adverbial, predicative, and valence classes. Table 3 presents the evidence pertaining to the patterns of language style used on the body truck affecting the grammatical contractions. It means there are plenty of words written in the body trucks have incorrect use of grammar. The words might confuse the reader and make amusement for them at the same time when they already know the meaning.

In addition, the evidence given in Table 4 as regards language in pragmatics context are compatible with the message of the written text on the body truck on the side of semantic meaning. The result is suitable with the theory of an earlier study by Mencken and Jung (2019) which distinguishes kinds of pragmatic contexts are the physical, epistemic, linguistic, and social context. Also, the analysis of semantics invariably deals with the meaning of words, phrases, and sentences by the use of them in a language. The utterances made by the writer or speaker has a sense associated with words, phrase, or sentences that contain expression and meaning. The theory of sense properties and stereotypes is apparently nifty to use since it is agreeing on the meaning of the words involved. As explained by Hurford; Heasley; and Smith (2007), knowing the sense of meaning inside the words is useful for savvy the intention of the words appearing. Sense properties of words deal with being analytic, synthetic, and contradictory. Analytic regards the meaning of words that is actual and what being stated is true and merely agreed upon by society. Synthetic deals with the words meaning that the truth is possibly true or false. It is depending on the way society means and refers the text. The words appear in synthetic potentially informative conceived in the real world situation. While for contradictory is the opposite of analytic or it can be meant of words is truly false. Contradictory words tend to be not informative for people who already read the text and find the meaning. A stereotype is an idea as such typical characteristics or features appears in language and produce the different meaning of words in society. Thus, can build different stereotypes towards society and occasionally might produce a sense of humor against the language. The first finding shows the message of a text on the body truck will be understandable if it is in the right place. The second finding indicates how the knowledge of the reader can influence the meaning of language. Whereas, the third finding elaborates on the linguistic context which sees the meaning of the language on the body truck as a whole exchange. The last finding of this part emphasizes the social relation between text and reader in which one of the examples is concerning daily habit in society that has the potential to produce

humorous as the earlier study of Borràs-Comes; Kiagia; and Prieto (2019).

Linguistics has an important role in humorology as asserted by Attardo (1996), the language in semantics mechanisms is a medium of communication that has many gaps in humor among verbal and non-verbal forms (Guidi 2017). Attardo stated the necessity for cross-cultural analysis within humor research toward a language. It classified the function of humor into two macro-categories; social management concerns with social relationships, gaining attentions, and pointing out the violation of rules and defunctionalization dealing with the factors supporting or banning humor. It has been clear that the application of humor in visual communication can be worth it if the reader understood the meaning. Howsoever, the study of failed humor by Zuo (2020) showed that humor may be failed at many levels, for instance, the reader does not understand the joke but still recognize the intention of the humor. Besides, it can happen when it is said by a non-native speaker, thus showing how identity affects language comprehension (Fairchild; Mathis; and Papafragou 2020). Crucially, humor can function as a feature of a person's beatitude reaction. Here, is found that the message given by the event will generate the intention of written text and affect the interpretation of the reader.

Conclusions

To find out the use of language style on the body truck that erects society's attention in the side of pragmatic context which has potential for the emergence of humor, in this case, needs to know the intention of the written words in real-life of society. As is expected, this study finds that every language on the body truck has a different meaning and people often have an interpretation of what language means. Besides, the words on the body truck mostly relate to social life which often makes the reader amused after reading it. That is why the style of language unconsciously appears in the words. Formal style is conducted by the words in a complete sentence and grammatically correct. Informal style is about words that commonly use an idiomatic expression with a simple sentence. Moreover, the style that conceives ambiguity and seems does not make sense literally but is still understandable is the colloquial style. The English language is used in the words on the body truck with each style, while the context of some words meaning in Javanese even it is written in English. That is why errors in word structure are found in the data seen from the three structure analyses which are based on inflectional properties and syntactic distribution. This can be stated as phrase structure grammar which has rules specifying. Symbols are assigned to this kind of analysis such as symbol NP as Noun Phrase and VP as Verb Phrase. Linked to the context in pragmatic, there are four kinds of context which is found in this study. The message of language on the body truck can be functioned if in the right place is called physical context. Another role of language meaning is the epistemic context which is based on how far the reader's

knowledge interprets the message. The meaning of words on the body truck can also be weird if it is translated inappropriate way, it needs to see the word order in linguistic context. Whereas, this study also discovers the meaning of words on the body truck which concerns social phenomena such as gender matters in a social context. Nevertheless, those still have a social value that can be acquired by the reader. According to the context of language, the words on the body truck hold a social function that brings out humorous things to the reader both in real-life and in comments on social media platforms. People tend to see the meaning as a joke and pleasure after getting stressed on the road. To sum up, people's way to communicate is not only in a spoken mode but also in a written text which has each style to show the intention of the writer. Thus, the context of language is included to build different words' interpretations as a social function if it is related to the daily phenomenon.

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