

ABSTRACT

Humor in films serves as a reflection of social interaction and linguistic creativity. However, the mechanisms behind its creation remain unexplored. The American comedy film *Grown Ups* (2010) presents humorous dialogues through conversations among five childhood friends who reunite after years apart. This study aims to identify the mechanisms of humor creation and investigate the social factors that influence humor in the film's dialogues. This study employs a descriptive qualitative method, analyzing 22 humorous utterances using the General Theory of Verbal Humor (GTVH) by Attardo (1994), focusing on Script Opposition (SO) and Logical Mechanism (LM), complemented by social factors proposed by Holmes (2022). The findings show that the most dominant SO category is Expected vs. Unexpected, appearing in 7 data, while referential ambiguity and false analogy emerged as the most frequently observed logical mechanisms, each appearing in 5 data. No consistent combination of SO and LM was found, indicating that humor in the film is varied and context-dependent. Regarding social factors, the participant factor was the most dominant, appearing in 13 data, reflecting the strong influence of interpersonal relationships among the characters in generating humor. These findings indicate that the verbal humor in the film *Grown Ups* is created by linguistic mechanisms and social dynamics, which serve not only to entertain but also to reflect the relationships between the characters.

Keywords: GTVH theory, humor, social factors, *Grown Ups*.