CHAPTER I

INTRODUCTION

A. Background of the Study

Humans are thinking creatures who keep learning to know everything. One of the ways to understand everything is by reading. Reading is an interactive process through which the reader uses code, context analysis, prior knowledge, vocabulary, and language. Along with the executive control, a strategy to understand the message in a text is to find the meaning of new words through context. The reader can be able to predict the message of the text by making use of what he has already known about the topic. Reading can be variously formed. It requires many types and themes of reading. They are fiction, non-fiction, fairytale, drama, humor and many more.

Humor is one of the most entertaining forms among others. Humor can be said as entertaining discourse because it is created in order to entertain the listener and the reader. Furthermore, it can be media of social criticism toward the violation in the society because humor is the most effective media when the other channels are not able to conduct their function (Wijana, 2003: 3).

Humor can be presented in several forms. As stated by Danandjaya (1989: 47), humor can be in the form of fairy tale, anecdote, puzzle, folk poem, folk song, nickname, and even in the name of funny food. In addition, humor can be classified as follows: adviser, anecdote, antonyms, bull, caricature and cartoon (Audrieth, 1998: 8).

Cartoon as one of the humor forms requires an interesting and entertaining effects to the reader. For this reason, reading cartoon sometimes needs a sensitive perception to comprehend the humor that makes the reader having a big laughter. However, not everyone can understand the meaning and the message behind the cartoon. The reader needs a set of knowledge to understand and comprehend the content behind the cartoon. The set of knowledge itself can be understood based on context. Understanding the cartoon is not in exception. The reader needs a set of knowledge to understand the cartoon which contains meanings. For instance:

There is a sheepdog in the wardrobe

The reader is required to be actually aware of the importance of the context of utterance in interpreting the message. The sentence *"There is a sheepdog in the wardrobe"* is a warning, but the same sentence may be a promise or even a mere statement of fact, depending on the circumstances. A warning or a promise can be differently concluded. A promise can be observed by paying attention on the attention of the speaker but a warning is not. An action of warning will really happen not in a fix time as the speaker say but it depends on the requirement needed, and a threat or whatever it is called the illocutionary acts of a speech act, because the theory is oriented on the functional meaning of the speeches.

At this moment, cartoons are mostly the part of the reading habits of many people in the world and most of the news papers of the world carry

some kinds of cartoons. Whenever the reader finds newspapers, usually the reader can find a cartoon strip.

Cartoon strip is a series of drawing presented in frames or boxes called "panels". Certain characters appear and reappear in these panels, unfolding a story which may be completed in a day or may spread over a longer period of time in a sequence of episodes. The speech of each character appears in an outlined space called "balloon". A page in newspaper containing several of these cartoon strips is called, by most Americans, the "funny page" or simply the "funnies". It is sometimes that first thing they turn to when they open their daily newspaper (Taska, 1976).

Many strips can be mined for their cultural value alone. The reader can find these individual characterizations as well as in the situations. Hairstyles, clothing, home scenes, neighborhood, school environments, offices, stores, urban and rural settings may be identified and discussed.

Most subtle aspects of culture must be inferred from the context. Cartoon strips tell us a lot about various attitudes, interpersonal relationships (those of parents and child, husband and wife, peer groups, and sibling rivalries), and patterns of behavior (dating, work, school, family and community environments, minority conflicts, and inner-city realities).

The delightful thing about some of the cartoon strips is that while they appeal to reader of all ages and background, they also furnish language material that is culturally based and pedagogically useful. There are several reasons for their appeal:

1. Cartoon strips contain colloquial language and natural language.

2. They tell us something (often a great deal) about the culture of the society they represent.

3. They have visual appeal and simple, clear and amusing drawing that reinforces the language they contain. The language produces some light humors and makes someone laugh.

4. They seem to have no berries. While not everyone is a cartoon strip fan, both children and adults enjoy them.

Knowing the speech acts of the cartoon will guide the reader to get more understanding about the meaning of the words. The central problem for analysis is therefore the depth of indirection involved in much discourse or in the cartoons. To know the speech act of cartoons, we must understand the context of the events. The cartoons in the Jakarta Post will be chosen to be analyzed because those contain many dialogue forms. One of the reasons why taking cartoons is that it is impossible to get the data from the real speech events as many as needed.

In this research the writer tries to identify the cartoon strip of *The Born Loser*. The speech acts are always occurred in every written text of cartoon strips. The speech acts is focused on illocutionary act. Furthermore, the writer also analyzes the types of speech act focused on *The Born Loser* cartoon strip. So, the writer conducted of research paper entitled "**Speech Acts in 'The Born Loser' Cartoon Strip in the Jakarta Post Daily Newspaper**".

B. Previous Study

The writer considers that in one subject, two or more researchers may do it. They have the same topic or subject that is humor, but different in choosing the source, the way to analyze, and the specification.

Here, the writer compares several researches which relate to the topic of this research. The first one belongs to Sulistyani (2004), she was the student of English Department, Muhammadiyah University of Surakarta. Her research entitles "Pragmatics Analysis of Islamic Humor Utterances of 'Nasreddin the Clever Man'". In her analysis, she described the types of violation and intentions of the Islamic humor in the book "Nasreddin the Clever Man". The second research is done by Wijana (2003), his research entitles "Kartun: Studi Tentang Permainan Bahasa". In his analysis, he described cartoon viewed from pragmatic point of view. He described the violation of cartoon, the advantages of language aspects in cartoon, and the type of cartoon.

While in this study, the writer is going to analyze the speech acts. He will analyze the type of the speech acts. The writer also wants to analyze the intentions in the cartoon.

C. Problem Statement

The problem statements that the writer formulates are:

1. What are the types of speech acts of "The Born Loser" cartoon strip in the Jakarta Post daily newspaper?

2. What are the intentions of "The Born Loser" cartoon strip in the Jakarta Post daily newspaper?

D. Objective of the Study

Based on the problem statements mentioned above, the writer has the following objectives:

1. To describe the types of speech acts of "The Born Loser" cartoon strip in the Jakarta Post daily newspaper.

2. To describe the intentions of "The Born Loser" cartoon strip in the Jakarta Post daily newspaper.

E. Limitation of the Study

Not all will be taken into consideration in order to make the problem of speech act not too broad. This way will be more directly coming to the objectives. So, the writer wants to limit the study as follows:

1. Jakarta Post has been published for many years. So, right now it has been accumulated innumerably. For administer ability, it will be limited i.e., the latest two months before the writer writes this thesis, September and October 2006. Those periods have made more or less 30 issues. It means there are 30 sets of cartoons.

2. The last two publications are expected to talk about the issues that are current in that period so that speech acts do not deviate from the real actual language.

3. There are five topics of cartoon in the Jakarta Post namely *Peanuts, Rose is Rose, The Born Loser, Ferd'nand,* and *Garfield.* Especially on Sunday, cartoon only have two topics namely *The Born Loser* and *Garfield*. From the all the topics above, the writer only takes *The Born Loser* cartoon, because it proves to have more dialogues as compared with the others.

F. Benefit of the Study

The study of speech acts in "The Born Loser" cartoon strip has several benefits, are:

1. Academic Benefits

   a. This research can give description on the types and the tendency of speech act.

   b. The research is hoped to support the ability of communicative interpretation through contextual interpretation in order to facilitate the communication ability of the readers.

2. Practical Benefits

   a. The researcher can get more knowledge in understanding pragmatic especially speech acts.

   b. This research will give more information to the next writers who want discuss similar or related study.

G. Research Paper Organization

Research paper organization is conducted to give a clear guidance in reading and understanding the content of the study. In order to have guidance for the reader in reading the whole content, this research paper is organized as follows:

Chapter I is Introduction, which consists of background of the study, previous study, problem statement, objective of the study, limitation of the study, benefit of the study, and research paper organization.

Chapter II is Underlying Theory. It covers the understanding of Pragmatics, Speech Acts, and Context of Situation.

Chapter III is Research Method. It consists of the research type, the research object, data and data source, method of data collection, and technique of data analysis.

Chapter IV is Data Analysis and Discussion. In this chapter the writer presents the data and data analysis.

Chapter V is Conclusion and Suggestion.