

CHAPTER I

INTRODUCTION

A. Background of the Study

Pragmatics focuses on the study of how utterances have meaning based on the context or situation. Morris (1938) in Levinson (1983: 1) states that “pragmatics is the study of relation of sign to the interpreters”. Levinson (1983: 9) also states that pragmatics is the study of relations between language and context that are relevant to the writing of grammars.

Morris (1938) in Saeed (1997: 19) maintains that pragmatics is the study of the speaker’s or hearer’s interpretation of language. Pragmatics would be field which studies how hearers fill out the semantic structure with contextual information, and then make inferences which go beyond the meaning of what was said to them. The elements of language can be studied from several aspects such as phonology, morphology, semantics and pragmatics. However, the writer will analyze the data from pragmatics aspect.

In pragmatic study, people are familiar with speech act. The human’s ideas are usually expressed by using utterances. There are many kinds of utterances, one of them is directive utterance. Kreidler (1998: 189) states that the utterance which has the intention that the speaker tries to get the addressee to perform some act is called directive utterance. Thus, it can be concluded that directive utterances are those kinds of speech acts that the speakers use to get

someone to do something. There are some kinds of directive utterances, namely commanding, ordering, requesting, suggesting, and prohibiting.

One of the directive utterances, commanding utterance, is normally uttered by someone who commands one another in order to do what the speaker wants. For Kreidler (1998: 190) a command is usually effective when the speaker has some degree of control over the actions of the addressee. Generally, directive utterance can be found in daily conversation or in literary work such as novel, short story, movie and also comics.

In conducting this research the writer tries to analyze the directive utterance used in funny comics manuscript. The comics are *Donald Duck* 7th and 21st edition, and *The Very Best of Donald Duck* part 2. Those comics are deeply entertaining and they are nice to read. Significant conversation and amusing thing can be found from these comics, for example directive utterances. Directive utterances such as commanding, requesting, suggesting, prohibiting and ordering in the form of interrogative, imperative and declarative sentence can be found on them. Besides, the readers will be amused and also get moral value by reading them.

In reading the comics, the writer finds some directive utterances. This is the example.

0001/DD7/The Wrong Duck/Commanding

(One day, in one case, there is conversation between Unca Donald and Little Duck in the police station. Little Duck and his brothers visit Unca Duck at visiting hour. Little Duck and his brothers come to the police station because they know from TV news that Unca Duck is seized by the police officer because of certain case.)

Little Duck : *Where is he now?*

Inspector Trace : *Ah! It's visiting hour! I'll take you to him.*
 Little Duck : *Unca Duck! How are you?*
 Unca Duck : *Boys!! Am I gad to see you? Tell that stubborn Inspector that I'm as innocent as newly hatced duckling!*

The form of the utterance “*Tell that stubborn Inspector that I'm as innocent as newly hatced duckling!*” is positive imperative sentence because in this sentence, only predicate is expressed. The sentence is started by the word *tell* (class of word: verb) and it ends with exclamation mark. The context of the situation on conversation above happens when Unca Duck is claimed as the bank robber. TV news states that Unca Duck is seized by the police office during his gateway. The robber sees Unca Duck in one of alley in the middle of the night. The police officers seize him because the police officers only see Unca Duck after the real robber goes away from the alley using the rocket.

The utterance “*Tell that stubborn Inspector that I'm as innocent as newly hatced duckling!*” is included in conventional implicature because the meaning which is intended by the speaker can be inferred directly based on the situation. The conversation above happens between Little Duck and his brothers and Unca Duck. The liaison between them is that Unca Duck is their uncle. Little Duck and his brothers visit him in the police station. Unca Duck is seized by the police officer. In fact, Unca Duck does not do the robbery in the Duckburg Bank. The robbery is done by another duck. Little Duck and his brothers truly worry about it. This utterance is uttered by Unca Duck and the intention of Unca Duck to the Little Duck and his brothers is commanding them to tell Inspector Tracer that he is as innocent as newly hatced duckling.

The utterance “*Tell that stubborn Inspector that I’m as innocent as a newly hatched duckling*” is included to bald on record (baldly), because the statement given by Unca Duck is directly addressed to the Little Duck and his brothers. This form is usually found in people who know each other well and they have a close relationship. As a result, it can be concluded that the politeness strategy is bald on record (baldly).

Based on the example above, the writer is truly interested in studying the utterance, especially directive utterances. Hence, the writer constructs the study entitled *A Pragmatic Analysis on Directive Utterances Used in Donald Duck Comics Manuscript*.

B. Previous Study

The study conducted by the writer has a close relationship with the study conducted by Khasanah graduated from Muhammadiyah University of Surakarta (2009) entitled *A Study on Directive Utterances in Children Stories: A Pragmatic Approach*. The research analyzes some children stories rewritten by John Rickey: *The Seven Voyages of Sinbad the Sailor, Cinderella and the Living Sand Castle*. The result of the study is that there are 25 number data of directive utterances, the data are in the form of declarative sentence, interrogative sentence, imperative sentence. From the analysis of 25 numbers of the data of directive utterances, there are 8 numbers of data of commanding, 11 data of requesting, 2 data of suggesting, and 3 data of warning and 1 datum of permitting. And then, there are

14 data of bald on record, 4 data of positive politeness, 5 data of negative politeness and 2 data of off record strategy.

The second research was conducted by Sundari graduated from Muhammadiyah University of Surakarta(2009) entitled *Pragmatic Analysis on Commissive Utterances in Aristocratic Movie Manuscript*. The result of the study shows that there are three sentence types of commissive utterances in Troy and Lord of the Ring, namely declarative sentence (77, 42%), interrogative sentence (6, 45%) and imperative sentence (16,13%). She does not find any commissive utterances in the form of exclamatory sentence. Related to the implicature, she categorizes them into two classifications, namely conventional implicature and conversational implicature. In conventional implicature, they are offer, volunteering, promise, swear, refusing, warning, and forbidden. In conversational implicature, they are offer, promise, swear, threat, and warning. Related to the politeness strategy they are bald on record 25, 81%, positive politeness 41, 94 %, negative politeness 22, 58% and off record 9,68 % .

The similarity with the first previous research is that it also conducts the language based on the pragmatics aspect especially directive utterances. However, this research also has differences with the present research that deals with the data source. The first previous research takes the children story as the data source, but the present research tries to analyze the funny comics manuscript which is very familiar for everyone, that is *Donald Duck* comics. And then, the similarity with the second previous research, it also conducts the utterances. But the differences are that the present research studies the utterances especially directive utterances

used in comics manuscript and the second previous research focuses on commissive utterances in movie manuscript.

C. Limitation of the Study

Donald Duck comics has so many editions, so the writer cannot cover all of the pragmatic analysis and the editions of comics. As a result, to make this research more specific, it is limited only on directive utterances used in *Donald Duck* comics 7th and 21st edition and *The Very Best of Donald Duck* comics part 2.

D. Problem Statement

Based on the statement above, the writer formulates the research problems as follows.

1. What are the forms of directive utterances used in *Donald Duck* comics manuscript?
2. What are the politeness patterns of directive utterances used in *Donald Duck* comics manuscript?
3. What are the intention of directive utterances used in *Donald Duck* comics manuscript?

E. Objective of the Study

Based on the research problem, the researcher has objectives:

1. to identify the forms of directive utterances used in *Donald Duck* comics manuscript.
2. to identify the politeness pattern of directive utterances used in *Donald Duck* comics manuscript.
3. to describe the intention of directive utterances used in *Donald Duck* comics manuscript.

F. Benefit of the Study

In conducting this research, the writer hopes that the study will have benefit as follows.

1. Theoretical Benefit

a. For Students

This research may encourage the students to enable them understanding directive utterances used in *Donald Duck* comics manuscript.

b. For Teachers

The result of this study may encourage the teachers to enable them teaching directive utterances used in *Donald Duck* comics manuscript.

c. For Lecturers

The result of this study may encourage the lecturers to enable them teaching directive utterances used in *Donald Duck* comics manuscript.

2. Practical Benefit

a. For Other Researchers

The study is hoped to enrich knowledge and experience of another researchers who are interested in analyzing directive utterances used in *Donald Duck* comics manuscript.

b. For Readers of Comics

The study is hoped to enrich knowledge of readers of the *Donald Duck* comics who are interested in analyzing directive utterances used in *Donald Duck* comics manuscript.

G. Research Paper Organization

This research paper consists of five parts. Chapter I is introduction consisting of background of the study, previous study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. It deals with notion of pragmatics, aspect of language studied in pragmatics, classification of speech act, directive utterances, politeness, context, language form, sentence, the element of sentence, and comics.

Chapter III is research method presenting type of the research, object of the research, data and data source, method of collecting data, and technique for analyzing data.

Chapter IV is research finding and discussion. The research finding will be elaborated into two main parts. They are directive utterances, the politenes pattern of directive utterances, and their intentions.

Chapter V is conclusion and suggestion. After chapter V, the writer presents bibliography and appendix.