A PRAGMATIC ANALYSIS OF DIRECTIVE UTTERANCES
IN *OH, BROTHER!* COMIC STRIP

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Proposed by
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BASUKI OKTO GUNANTO
ABSTRACT

This research focuses on describing the intention of directive utterances based on illocutionary act and FTA/politeness strategy used in Oh, Brother! comic strip. This research aimed at 1) describing the directive utterances based on illocutionary act, 2) describing the FTA/Politeness Strategy in the Oh, Brother! comic strip. This research applies descriptive qualitative method. The data are utterances that are containing directive utterances in 25 serials of Oh, Brother! comic strip. In collecting the data, the writer uses a documentation method by reading, classifying, underlining and coding the data. The study shows that: 1) the category of directive utterances based on illocutionary act used in Oh, Brother! comic strip are 11 (27.5%) data of the directive commanding category, 4 (10%) data of the directive suggesting category, 21 (52.5%) data of the directive requesting category and 4 (10%) data of the directive warning category. And the last is 2) the FTA/Politeness Strategy, the writer finds 18 (45%) data of the politeness bald on record strategy, 3 (7.5%) data of the politeness off-record strategy, 14 (35%) data of the positive politeness strategy, and 5 (12.5%) data of the negative politeness strategy.

Keywords: pragmatics, directive utterances, illocutionary act, FTA/politeness strategy
A. Introduction

In communication, people use utterances to express what they have in their mind toward the listener. Utterance produced by the speaker does not only function to explain the speaker's mind toward the listener but also means to show the relationship between them. Utterance could be said as a main point in speech acts. Utterance means what is said by one person before or after another person begins to speak. It means that when people have a conversation, there occurs an utterance.

People perform action through that utterance. Austin (in Yule, 1996) called it speech acts. According to Austin (1960), speech act is a theory of performative language, in which to say something is to do something. On any occasion, the action performed by producing an utterance will consist of three related acts (Yule, 1996:48).

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 utterances. So, it can be concluded that directive utterances are those kinds of speech acts which the speakers use to get someone to do something. They are ordering, commanding, suggesting, requesting, and prohibiting, etc. This illocutionary act type often can be put into a competitive category because it includes the illocutionary categories that require negative manners. On the other hand there are also some illocutionary directives like, inviting indeed intrinsically polite.

Oh, Brother! Comic strip serials are the series of comic strip by Weber and Stephens which is published on the web King Features Syndicate, a web which provides a million of famous comic strip serials. Oh, Brother! Comic tells about Bud as a smart, funny and naughty little kid and his sister Lily who always patiently takes care of her brother. Lily is the sister; represent a care, responsible and nice character. The combination of them somehow brings a simplicity and funny atmosphere to the reader.

Those comics are interesting and nice to read. Significant conversation and entertaining thing can be found from these comics, they are; the
directive utterances such as a commanding, requesting, ordering, suggesting, etc. Besides, the readers will be interested and also get moral value by reading them.

The research of Oh, Brother! comic has a goal to explain the relationship between theory of language, especially illocutionary acts of the directive utterances and the language practice. The research focuses on directive utterances in comic Oh, Brother!

In this research, the writer is interested in conducting a research by using speech act theory. The speech act focuses on illocutionary force.

B. Research Method

In this research, the writer applies descriptive qualitative research. Descriptive qualitative research is a type of research in which it does not include any calculation or enumeration (Moleong: 2004: 11).

The object of the study is directive utterances found in Oh, Brother! comic strips. The data in this research are utterances containing directive utterances in Oh, Brother! comic strips. The data source of this research is taken from the utterances in Oh, Brother! comic strips.

In collecting the data the writer uses documentation method with the following steps: first, classifying the serials which contain directive utterances. Second, underlining the directive utterances found in the comic. Third, coding the data, for example, a datum is encoded 01/C1/OB. The code 01 indicates the datum number of Oh, Brother! Comic picture; C1 indicates the comic strip number containing the directive utterances; OB is the title of the comic; Oh, Brother!.

In analyzing the data, the writer uses techniques as follows: first, describing the story context of Oh, Brother! comic strip serials. Second, explaining the intention of illocutionary act of the directive utterances found in Oh, Brother! comic strip. And the last, determining the politeness strategy used on the directive utterances found in Oh, Brother! comic strip serials.
C. Research Finding And Discussion

The writer has collected 40 data is categorized and analyzed according the problem statement of categorized of intention of illocutionary act, category of directive utterance and FTA/ politeness strategy used in Oh, Brother! comic strip.

1. Category of Directive Utterance Based on Illocutionary Act

Table I.1

Table Category of Directive Utterance Based on Illocutionary Act

<table>
<thead>
<tr>
<th>No</th>
<th>Category Of Directive Utterances</th>
<th>Data</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Commanding</td>
<td>- Why don’t you knock the first?!</td>
<td>11</td>
<td>27.5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- do one more thing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Look!</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Get it off!</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Find some way to shut up the dog up!</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Hold my soda.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Lay on your back.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Now get up!</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Get me breakfast!</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Get it yourself!</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Give me your shoe.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Suggesting</td>
<td>- You should try it!</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- You don’t have to stop being happy!</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Why don’t you return some bottles?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Just wait ‘till next year, you’ll be getting a lot more.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 3. | Requesting | - plieeeeease send Bud away to summer camp!  
- May I take my leftovers in a doggy bag?  
- Would you like to take yours in vacuum bag?  
- I hope you returned it!  
- please make me a pterodactyl, not a butterfly!  
- Are you sure there are no monsters under my bed?  
- Did you look in my closet?  
- Behind the drapes?  
- In my toy box?  
- Don’t let yourself get too down, Bud.  
- Lily, I need 30 cents more to buy a comic book.  
- Try these new brownies  
- I’d like you to help me set the table  
- Quick, give me the lollipop  
- Awww… Let me feed it!  
- Can I use some of your sun crème?  
- Would you like some raisins?  
- I hate raisins! I want cookies!!!  
- May i have yours too?  
- Just you worry about yourself!  
- Let’s rent an old monster movie! | 21 | 52.5% |
| 4. | Warning | - Where’s my cupcake?  
- Don’t slouch, bud, don’t chew with your mouth open, either… don’t rest your elbow on the table  
- Don’t look in the hamper  
- My shoe! My shoe! | 4 | 10% |

From the table IV.1, the writer finds 11 data or 27.5% as the directive commanding category, 4 data or 10% as the directive suggesting category, 21 data or 52.5% as the directive requesting category and 4 data or 10% as the directive warning category. The most percentage of the category of directive
utterance in all of the data used is directive utterance requesting category. Directive utterance requesting category most frequently appears in *Oh, Brother!* comic strip because the data actually brings the context of friendliness between Lily and Bud. So that the readers will clearly and easy to understands the situational contexts of the comic strip intention.

The writer finds some differences from the first previous study. The first previous study was conducted by Husna focuses on intention of implicature and the writer focuses on the category of directive utterances based on illocutionary act, although the data used is *Oh, Brother!* comic strip.

The second previous study was conducted by Anwar about pragmatic analysis of directive utterances in Donald Duck movie manuscript. He found the language form of directive utterances in Donald Duck comics manuscript are positive declarative sentence (33.33%), negative declarative sentence (6.67%), positive imperative sentence (35.56%), negative imperative sentence (6.67%), positive interrogative sentence (13.33%), and negative interrogative sentence (4.44%). The politenes pattern used in Donald Duck comics manuscript are bald on record (42.22%), positive politeness (26.67%), negative politeness (24.44%), and off record (6.67%).

This research also different from the third previous study was conducted by Hastuti about socio-pragmatic analysis on utterances of criticism in movie manuscript. She focuses on the describing the implication and finds the variety of the implicature and politeness pattern of criticizing utterances used in Aristocratic movie manuscript. The politeness is bald on record, positive politeness, negative politeness and off-record.
2. FTA/ Politeness Strategy

Table 1.2
Table FTA/ Politeness Strategy

<table>
<thead>
<tr>
<th>No</th>
<th>FTA/ Politeness Strategy</th>
<th>Data</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
</table>
| 1. | Bald On Record           | - You should try it!  
- Why don’t you knock the first?!  
- Look!  
- Get it off!  
- give me the lollipop  
- Find some way to shut up the dog up!  
- I want cookies!!!  
- Where’s my cupcake?  
- Don’t touch me!  
- Hold my soda.  
- Lay on your back  
- Now get up!  
- Don’t slouch, bud… don’t chew with your mouth open, either…  
- don’t rest your elbow on the table…  
- Just you worry about yourself!  
- Don’t look in the hamper.  
- Get me breakfast!  
- Get it yourself!  
- My shoe! My shoe! | 18 | 45% |
<table>
<thead>
<tr>
<th>2.</th>
<th>Off Record</th>
<th>- Would you like to take yours in vacuum bag?</th>
<th>3</th>
<th>7.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- You don’t have to stop being happy!</td>
<td>- Behind the drapes?</td>
<td>- In my toy box?</td>
<td>- You should try it!</td>
</tr>
<tr>
<td></td>
<td>- Just wait ‘till next year, you’ll be getting a lot more.</td>
<td>- May I have yours</td>
<td>- Bud, I’d like you to help me set the table</td>
<td>- May I take my leftovers in a doggy bag?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- I hope you returned it!</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- please make me a pterodactyl, not a butterfly!</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Are you sure there are no monsters under my bed?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Did you look in my closet?</td>
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<td>- Lily, I need 30 cents more to buy a comic book.</td>
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<td>- Try these new brownies</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>- Awwww… Let me feed it!</td>
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<td></td>
<td></td>
<td>- Can I use some of your sun crème?</td>
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<td></td>
<td></td>
<td>- Would you like some raisins?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Ok. Where’s my cupcake?</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>5</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>12.5%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
- Let’s rent an old monster movie!

<table>
<thead>
<tr>
<th>too?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

\[ \sum = 40 \quad 100\% \]

From the table IV.2, the writer finds four categories of politeness strategy. There are 18 data or 45% as the politeness bald on record strategy, 3 data or 7.5% as the politeness off-record strategy, 14 data or 35% as the positive politeness strategy, and 5 data or 12.5% as the negative politeness strategy. The biggest politeness strategy used in *Oh, Brother!* comic strip is bald on record strategy. Bald on record strategy frequently appears in the comic strip because it describes the high emotional situation between Lily and Bud, although they have close relationship.

The writer finds some differences from the previous study. The first previous study was conducted by Husna about pragmatic analysis of implicature used in *Oh, Brother!* comic strip. He focuses on the implicature strategy and the writer focuses on the category of directive utterances based on illocutionary act and the politeness strategy. He found 1 data of conventional implicature (2.22%), 36 data of conversational implicature (5 generalized (11.11%) and 31 particularized (68.89%)) and 8 data of scalar implicature (17.78%), (3) 43 Non Observant - Maxims, they are 9 data violate the maxim of quality (9%), 13 data violate the maxim of quantity (30.23%), 9 data violate the maxim of relevance (20.93%) and 12 data violate the maxim or manner (27.90%).

This research different from the second previous study was conducted by Anwar about pragmatic analysis on directive utterances used in Donald Duck comics manuscript. He found the language form of directive utterances in Donald Duck comics manuscript are positive declarative sentence(33.33%), negative declarative sentence (6.67%), positive imperative sentence (35.56%), negative imperative sentence (6.67%), positive interrogative sentence (13.33%), and negative interrogative sentence (4.44%). The politeness pattern
used in Donald Duck comics manuscript are bald on record (42.22%), positive politeness (26.67%), negative politeness (24.44%), and off record (6.67%).

This research also different from the third previous study was conducted by Hastuti about socio-pragmatic analysis on utterances of criticism in movie manuscript. Her study shows the variety of the politeness pattern of criticizing utterances used in Aristocratic movie manuscript. They are bald on record, positive politeness, negative politeness and off-record.

D. Conclusion

Based on the data analysis, the writer found several conclusions. They are:

1. Category of Directive Utterance Based on Illocutionary Act

   The most percentage of the category of directive utterance in all of the data used is directive utterance requesting category. Directive utterance requesting category most frequently appears in Oh, Brother! comic strip because the data actually brings the context of friendliness between Lily and Bud. So that the readers will clearly and easy to understands the situational contexts of the comic strip intention.

2. FTA/ Politeness Strategy

   The biggest politeness strategy used in Oh, Brother! comic strip is bald on record strategy. Bald on record strategy frequently appears in the comic strip because it is describes the high emotional situation between Lily and Bud, although they are siblings.
BIBLIOGRAPHY


