A PRAGMATIC ANALYSIS OF DIRECTIVE UTTERANCE
ON THE SECRET OF VACUL CASTLE’S COMIC STRIP

PUBLICATION ARTICLE

Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree of Education
in English Department

by

Surya Setiawan
A320090251

SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2014
ACCEPTANCE

A PRAGMATIC ANALYSIS OF DIRECTIVE UTTERANCE ON THE SECRET OF VACUL CASTLE'S COMIC STRIP

PUBLICATION ARTICLE

by

Surya Setiawan
A320090251

Accepted and Approved by Board of Examiner
School of Teacher Training and Education
Muhammadiyah University of Surakarta

Team of Examiners:
1. Drs. Sigi Haryanto, M.Hum
   (Advisor I)
2. Dr. Dwi Haryanti, M.Hum
   (Advisor II)

Prof. Dr. Sapar Joko, Drs., M.Hum
NIP: 196504281993031001
A PRAGMATIC ANALYSIS OF DIRECTIVE UTTERANCE
ON THE SECRET OF VACUL CASTLE’S COMIC STRIP

Surya Setiawan
A320 090 251

This article is a qualitative research. This article is to describes the meaning of directive utterance, and to analyze the politeness pattern of each directive utterance found in The Secret of Vacul Castle’s comic strip. The data are taken from The Secret of Vacul Castle’s comic strip. The methods of collecting data is documentation. The writer collets the data by reading The Secret of Vacul Castle’s comic strip, classifying the serial which contains directive utterances, underlining the directive utterances found in The Secret of Vacul Castle’s comic, and coding the collected data in the list, in which data list of the data number. The techniques of analyzing data are describing the story context of The Secret of Vacul Castle’s comic strip serial, explaining the illocutionary act on the directive utterances found in The Secret of Vacul Castle comic strip serials, determining the category of directive utterances found in The Secret of Vacul Castle comic strip serials, analyzing the politeness strategy used on the directive utterances found in The Secret of Vacul Castle comic strip serials and making the conclusion as the result of the research. The results of the research are: 1) The meaning of directive utterance are 6 data or 20 % as the commanding category, 14 data or 46.67 % as the requesting category, 7 data or 23.33 % as the warning category and 3 data or 10% as the suggesting category, 3) The politeness strategies found of directive utterance in The Secret of Vacul Castle’s comic are 12 data or 40 % as the bald on record strategy, 1 data or 3.33 % as the off-record strategy, 10 data or 33.33% as the positive politeness strategy and 7 data or 23.33% as the negative politeness strategy.

Keyword: directive utterance, comic, meaning, picture, act
I. Introduction

Communication is the way used by human to interact with others. To get good communication, human transfers the meaning by some ways. One of them is language. Language is used by human to communicate with their environment. Every communication has the meaning. Pragmatics is one of the branches of linguistics which discusses what speakers’ meaning. According to Yule (2006:112) pragmatics is the study of what speakers mean, or ‘speaker meaning.’ The writer concludes that pragmatics is a study that can help the addressee to understand the speaker’s mean.

The writer analyzes The Secret of Vacul Castle comic. It is the cartoon comic created by Mandarke Falk and published by Indrajal Comic in 2008. This comic is a story that tells a hero named the Phantom who guards the Castle from the enemies. It is very impressive with the heroic. The Secret of Vacul Castle comic has been known as one of the most fascinating story ever. It is one of the classic comic and there are many unclear expressions. Many conversation that contained into the comic are very interesting to be enjoyed but in the other hand, the meaning of language of the comic is very difficult to be understood. Because of that, the writer takes directive utterances as the object of the research. The data is the directive utterance which completed by the pictures in the comic. There are 30 data which analyzed by the writer.

The writer presents the analysis of this article. Before he analyzes the directive utterance, he describes the story context of each picture. The example of the analysis can be seen as follows:

Data 2
In the evening on the waterfall, Rex asked the Phantom about the walked ghosts. He wanted to know who they were. In the other hand, the Phantom did not tell him clearly about the walked ghosts but Rex also did not give up to get the information about them. He pleased to him.

a. The Ilocutionary Meaning of the Directive Utterance

02/ DU 2/ TSOVC : Please, uncle!

The deeper intention of the utterance above is Rex requests the Phantom to tell about the walked ghosts. He needs the information clearly.

b. The Category of the Directive Utterance

The category of directive utterance above includes in the requesting category because the speaker tries to request something to the addressee.

c. The Politeness Strategy

The utterance above does not try to reduce of FTA. It can be seen on the Rex’s expression. He just directly requests with the compulsion to the Phantom. The effect of this act makes the Phantom does not feel comfortable so he never talk so deep about the walked ghosts for Rex. The Phantom just replies it by saying “If you’ve worked hard at your lesson today”. The utterance from Rex belongs to Bald on Record Strategy of human politeness behavior.

The objectives of this article are to describe the story context of each directive utterance, to explain the meaning of each directive utterance, and to analyze the politeness strategy found in the directive utterance. The writer uses some theories to analyze these cases above. To know the meaning of the conversation, the writer uses the speech act theory. According to Yule (1996:47) proposes that “speech acts is performed action via utterances”. When the speakers are saying words, they not only produce utterance containing words and grammatical structure, but also they perform action in their utterances. Then, Austin (in Yule, 1996:48) describes locutionary act is the basic of utterance that is producing a meaningful linguistics expression. In
performing a locutionary act, a speaker uses an identifiable expression, consisting of a sentence or fragment of sentence from language. For example: if someone says ‘Knock the door!’ the locutionary acts is the realization of the speaker’s utterance.

The writer takes the directive utterance based on Kreidler’s theory. According to Kreidler (1998:190) “directive utterances are those in which the speaker tries to get the addressee to perform some act or refrain from perform an act”. Then, the writer classifies the kind of directive utterance. There are four kinds of directive utterance. The explanation can be seen as below:

a. Command

Kreidler (1998:190) argues that commands are the act getting someone to do something. A command is effective only if the speaker has some degree of control over the actions of the addressee. The forms of sentences are usually imperative sentences. For example: “Don’t waste your time on that”.

b. Request

Kreidler (1998:191) request is an expression of what the speaker want the addressee to do or return from doing. A request does not assume the speaker’s control over the person addressed. For example: “take your bag!”

c. Suggestion

Kreidler (1998:191) suggestion is the utterance we make other person to give our opinions as to what they should or should not do. For example: “I advise you to be prompt, I warm you not to be late.

To know what the kind of the directive utterance, the writer categorize it in order to make him knowing it well. Each speech has the value of polite. The writer wants to know whether the speech is polite or impolite. To describe the problem, he uses the theory of politeness based on Lakoff’s theory. Politeness is a socio cultural phenomenon, roughly to be defined as showing, or appearing to shows, consideration of others. According to Lakoff,
“Politeness can be seen as one of the basic social guidelines for human interaction”. Moreover, the goal of politeness can be described as reflecting or realizing the social or interpersonal function of language with politeness being a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange. According to Lakoff (1990: 35), there are many ways to reduce FTA’S (Face Treating Acts). They are called politeness strategy, the description can be seen as follows:

a. **Bald on Record**

   This strategy is direct utterance. A speaker may perform the act explicitly either with some mitigation directed to the face or baldly with no mitigation at all. The speaker doesn’t effort to reduce the impact of FTA’S.

b. **Positive Politeness**

   This strategy pays attention to the listeners by acting as a person having the some relation including the insider. It also confirms that the relationship is friendly and expresses group reciprocity. It leads to move to achieve solidarity through offers of friendship, the use of compliment, and informal language use.

c. **Negative Politeness**

   This strategy is similar to positive strategy in that the speaker recognizes the listeners want to be respected. This strategy attempts to mitigate the inconvenience caused by the FTA. It minimizes the strength of the treat as imposition.

d. **Off-Record Strategy**

   This strategy in directly utterance is to convey the listener for responding what the speakers talk about. The main intention is to take some of the pressure off of the speaker, the speaker is removing himself from any imposing what so ever.
II. Research Method

The type of this article is qualitative research is a research of which data are in the form of written text, the data are described and analyzed descriptively and produced the data analysis in the written form.

The object of this article is directive utterances which can be found in The Secret of Vacul Castle’s comic strip. The writer collects the data by reading the The Secret of Vacul Castle’s comic strip, classifying the serial which contains directive utterances, underlining the directive utterances found in The Secret of Vacul Castle’s comic, and coding the collected data in the list, in which data list of the data number. The data are taken from The Secret of Vacul Castle’s comic strip. The techniques of analyzing data are describing the story context of The Secret of Vacul Castle’s comic strip serial, explaining the illocutionary act on the directive utterances, determining the category of directive utterances found in The Secret of Vacul Castle comic strip serials, analyzing the politeness strategy used on the directive utterances found in The Secret of Vacul Castle comic strip serials and making the conclusion as the result of the research.

III. Research Finding and Discussion

This chapter deals with two sections, they are the research finding and discussion. In the research finding, the writer describes the illocutionary meaning of directive utterance, the category of directive utterances and the politeness pattern of each directive utterance found in The Secret of Vacul Castle’s comic strip. In the discussion, the writer shows the result of the data analysis in this article.

A. Research Finding

In this research finding, the writer elaborates the three explanations of each directive utterance on the pictures of The Secret of Vacul Castle’s comic such as the illocutionary meaning of directive utterance, the category of directive utterances and the politeness pattern of each directive utterance found in The Secret of Vacul Castle’s comic strip.
Before he analyzes the directive utterance, he describes the story context of each picture. There are 30 directive utterance in 30 picture as below:

1. **Data 1**

   ![Data 1 Image]

   In the evening Guran met the Phantom on the way near the river. He told that before the Phantom came to him, he had been attacked by the vultures (a kind of the cruel bird). Then, Guran warned the Phantom to be careful on the journey to the Carrion.

   a. The Ilocutionary Meaning of the Directive Utterance

   01/ DU1/ TSOVC : **But there are other vultures in this world who are not so good**, eh O Ghost who walks?

   The deeper intention of the utterance above is Guran warns the Phantom about the Vultures because they are different of another bird in the world. They are so dangerous and cruel. Guran gives the information to the Phantom in order to make him ready to face them.

   b. The Category of the Directive Utterance

   The category of directive utterance above includes in the warning category because the speaker warns the addressee to be ready because there is a dangerous thing that will be faced by the addressee.

   c. The Politeness Strategy

   The utterance above tries to minimize the distance between Guran and The Phantom by expressing friendliness. He warns him about the dangerous thing. Guran shows that he cares the Phantom. This is good action then he gets good respond from the Phantom “**True**
indeed, Guran”. The utterance from Guran belongs to Positive Politeness Strategy of human politeness behavior.

2. Data 2

In the evening on the waterfall, Rex asked the Phantom about the walked ghosts. He wanted to know who they were. In the other hand, the Phantom did not tell him clearly about the walked ghosts but Rex also did not give up to get the information about them. He pleased to him.

a. The Ilocutionary Meaning of the Directive Utterance

02/ DU2/ TSOVC : Please, uncle !

The deeper intention of the utterance above is Rex requests the Phantom to tell about the walked ghosts. He needs the information clearly.

b. The Category of the Directive Utterance

The category of directive utterance above includes in the requesting category because the speaker tries to request something to the addressee.

c. The Politeness Strategy

The utterance above does not try to reduce of FTA. It can be seen on the Rex’s expression. He just directly requests with the compulsion to the Phantom. The effect of this act makes the Phantom does not feel comfortable so he never talk so deep about the walked ghosts for Rex. The Phantom just replies it by saying “If you’ve
worked hard at your lesson today”. The utterance from Rex belongs to Bald on Record Strategy of human politeness behavior.

3. **Data 3**

At the evening in the Phantom’s palace, Miss Tagama told to the Phantom. She requested the Phantom to give the information for Rex in order to know the group of criminal organization. Then the Phantom just promised to tell about it for Rex because Miss Tagama described how Rex had practiced so hard.

a. The Ilocutionary Act of Directive Utterance

03/ DU 3/ TSOVC: **Yes…I’m pleased to say he tried very hard.**

The deeper intention of the utterance above is that Miss Tagama requests the Phantom to tell about the walked ghosts for Rex. She knows that Rex has tried so hard to practice.

b. The Category of Directive Utterance

The category of directive utterance above includes in the requesting category because the speaker tries to request something to the addressee.

c. The Politeness Strategy

The utterance above shows that Miss Tagama requests something for the Phantom politely so the addressee doesn’t feel disturbed. The effect of the Tagama’sact is that she gets the good respond from the Phantom. He gives the promise to Rex for telling about the walked ghosts by saying “**Very well, I will keep my**
The utterance from Miss Tagama above belongs to Positive Politeness Strategy of human politeness behaviour.

4. Data 4

At the night on the place near the war area, the count’s advisor tried to warn the Count of Carpatia to take a rest in the safe area because he was wounded. But the Count of Carpatia still continued the preparation of his soldiers. He did not care that he got the hurt. In the other hand, the Count commanded the soldier to make the camp fortaking a rest place.

a. The Illocutionary Act of Directive Utterance

04/ DU 4/ TSOVC: count, you wounded!

The deeper intention of the utterance above is that the count’s advisor warns the Count that he is wounded. The advisor actually tries to make the Count to take a rest and stop the war because it makes his condition very bad.

b. The Category of Directive Utterance

The category of directive utterance above includes in the warning category because the speaker tries to warn something for the addressee.

c. The Politeness Strategy

The utterance above shows that the advisor tries to warn something for the Count. He is very care with his king. The effect of the advisor act is that he gets the good respond from the Count. The advisor keeps the Count’s emotion in the emergency. The utterance from the advisor
above belongs to *Positive Politeness Strategy* of human politeness behaviour.

5. **Data 5**

At the night on the Boris’ war camp, Black Borris commanded his assassins to dispose of the Count of Carpatia’s Body after the King had been killed. Then he also asked his assassins to come back to the Vacul Castle after finishing the duty.

a. The Illocutionary Act of Directive Utterance

05/ DU 5/TSOVC: **Disposeoff the count’s body and join me at vacul castle tomorrow night!**

The deeper intention of the utterance above is that Black Borris commands his assassins to dispose of the Count of Carpatia’s Body then he also asks his assassins to come back to the Vacul Castle after their job has completed.

b. The Category of Directive Utterance

The category of directive utterance above includes in the commanding category because the speaker tries to command the addressee to do something.

c. The Politeness Category

The utterance above shows that the Black Borris doesn’t effort to reduce of FTA because he feels that he has the higher level than the assassins so the order cannot be ignored by the assassins. They must do what the Black Borris wants. The utterance from the Black Borris
above belongs to *Bald on Record Strategy* of human politeness behaviour.

**B. Discussion**

In this part, the writer concludes the result of the research finding above. The results of this research are the illocutionary Act of directive utterance, the category of directive utterance, and the politeness strategy of directive utterance found in *The Secret of Vacul Castle’s* comic strip. This is the resume of the result of the research as follows:

1. **The meaning of Directive Utterance Found in *The Secret of Vacul Castle’s* Comic Strip**

   The writer classifies the meaning of directive utterance. First, he finds 6 data or 20% as the command category. Second, he finds 14 data or 46.67% as the request category. Third, he finds 7 data or 23.33% as the warning category. And the last, he finds 3 data or 10% as the suggestion category. In the previous study, done by Gunarto (*UMS*, 2013) entitled *A Pragmatic Analysis of Directive Utterances Found in “Oh, Brother!” comic strip*, there are 11 data or 27.5% as the directive command category, 4 data or 10% as the directive suggestion category, 21 data or 52.5% as the directive request category, and 4 data or 10% as the directive warning category.


   After analyzing each directive utterance, then he classifies the politeness strategy. First, the writer finds 12 data or 40% as the bald on record strategy. Second, he finds 1 data or 3.33% as the off-record strategy. Third, he finds 10 data or 33.33% as the positive politeness strategy. Last, he finds 7 data or 23.33% as the negative politeness strategy. Different with the previous study, 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 writer analyzes the meaning of directive utterance with the Kreidler’s theory, and analyzing the politeness strategies of each directive utterance by Lakoff theory. Before doing analysis, he describes the story context of each directive utterance based on the picture.

IV. Conclusion and Suggestion

In this section, the writer will provide the conclusion from the research finding above, and suggestion.

A. Conclusion

Based on the research finding and discussion of the article, the writer concludes the result of the article entitled “A Pragmatic Analysis of Directive Utterance on The Secret of Vacul Castle’s Comic Strip”. The explanation can be seen as below:

1. The meaning of Directive Utterance Found in The Secret of Vacul Castle’s Comic Strip

   The writer classifies the meaning of directive utterance. The writer finds 6 data or 20 % as the commanding category, 14 data or 46.67 % as the requesting category, 7 data or 23.33 % as the warning category and 3 data or 10% as the suggesting category.


   After analyzing each directive utterance, then he the classifies the politeness strategy. The writer finds 12 data or 40 % as the bald on record strategy, 1 data or 3.33 % as the off-record strategy, 10 data or 33.33% as the positive politeness strategy and 7 data or 23.33% as the negative politeness strategy.

B. Suggestion

After finishing this article, the writer hopes it can be useful study for all. He writes some suggestions as follows:

1. To the lecturers
   
   a. This article can motivate their students to be more interested in the pragmatics study.
b. This research can increase the understanding in the pragmatics study especially in the politeness after reading this article.

2. To other writers
   a. This article can add the reference of pragmatics study.
   b. This article can help the other writer to take some information about *The Secret of Vacul Castle’s* comic.
V. Bibliography


Virtual Reference