

**AN ANALYSIS OF DILBERT CARTOON STRIPS
IN KOMPAS NEWSPAPER: PRAGMATIC APPROACH**



RESEARCH PAPER

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CHAPTER I

INTRODUCTION

A. Background of Study

Human brings a competence on his view that deals with environment or everything. Having a broad knowledge is done by reading. Reading relates to textual and contextual point of view. Both of the ways should have an analysis, prior knowledge, reference and so on. The reason of getting prior knowledge is to control the understanding of messages that are delivered. The reader should guess the message in a text by making a clue to identify the topic through context. There are some types of texts, for instance: fiction, nonfiction, or literature, humor and so forth.

Humor is a part of entertaining forms. It can be set as entertaining discourse that has a certain psychological state which tends to produce laughter. Humor may be as a cause of emotional transformation, that is called getting a laugh about the context.

Furthermore, humor can be used as a social criticism media toward the social violation. The performance of criticism media presents satiring and mocking form. So, humor is not only dealing with phycological entertaining, but also can be social criticism (Wijana, 2003:3).

As a criticism media, humor has a special language that is eventually effected by social context itself. Therefore, the form of humor

can be classified into advice, anecdote, folk poem, caricature, cartoon or comic and the nick name that is fun (Danandjaya in Wijana, 2003:3).

Cartoon, one of humor forms, requires an interesting statement and makes an emotional effect to the reader, for instance: joke, more relax and so on. However, not all human can seek out the message meaning. By this term, consuming cartoon needs a knowledge to comprehend the humor's message.

As everybody knows, in entering to understand a message, the reader needs a prior knowledge. It deals with the context, code and so on. Understanding the cartoon is not an exception. The reader should guess the meaning, for example:

- (1) Andy: "We're using endangered species"
We've been pumping toxic waste into the water supply for years. Yesterday, a giant, mutated alligator destroyed our only competitor's factory
Boss: "Only the popular one"
- (2) Customer : "Hi, I'm a customer of your commercial sales division. I heard you would be the best person to answer a technological question...."
Dilbert: "I don't work in that division."

Based on the utterances above, the writer needs an understanding of contexts to interpret the message. The first utterance occurs when the Director of Green, Andy, finds their factory's competitor destroyed the mutated alligator. The mutation is caused by toxic waste pumping of the company. So, this data describes that Andy utters a declarative statement "we're using an endangered species". The addresser implicitly tells to addressee that he is to warn using the dangerous product.

The second utterance's context is that the customer heard an issue that the person leads technological job. So it explains an attention or phatic statement to know the officer position, technological division. The addresser wants the addressee to answer whether the information is true. The process is categorized into requesting the identity of the officer position. However, the utterance depends on the requirement needed and threat or whatever called speech level, locutionary, illocutionary, and perlocutionary act.

Speech act will guide the reader getting the understanding about meaning. Sometime, the meaning can be observed easily by knowing the cartoon series. A series of cartoon that uses a frame drawing is called cartoon strip. In this strip, the character is controlled to utter a topic, but it sometime tend to stimulate for getting a laugh.

By getting people attention, the newspaper's marketing seek out the chance to develop its consumer. Therefore, today most of newspaper create a cartoon strip to entertain the people interested in humor.

Then, it will be useful to understand the cartoon strip's perspective in which purposes to understand the type and meaning of utterance. At least, because the utterances relate to cultural or utterances' context in delivering speech, the analysis is going to deal with pragmatic.

B. Previous Study

The study about cartoon and humor major has been explored by some researchers. Some of them that the writer takes as the previous

studies about humor are Sulistiyani (2004) entitled “Pragmatic analysis of Islamic Humor utterance of Nasreddin The Clever Man”. She described the types of violation and intention of the islamic humor in Nashreddin the clever man.

Another researcher that studies about this is Wijana (2003) entitled “Kartun: Studi Permainan Bahasa”. This research tried to analyze the humor genre, the violation of cartoon, and advantages of language aspect in cartoon and the type of cartoon.

Based on the previous study, the writer finds that the studies differ to the other researches. In his study will analyze the type and speaker intention of cartoon strips.

C. Problem Statement

Based on the background of the study above, the problem statements can be formulated as follows:

1. What are the types of speech act of Dilbert cartoon strips in Kompas newspaper?
2. What are the speaker intentions of Dilbert cartoon strips in Kompas newspaper?

D. Objective of Study

Dealing with the statement of the study, the objectives of this study are:

1. To describe the type of speech act on Dilbert cartoon strips.
2. To describe the speakers' intention on Dilbert cartoon strips.

E. Limitation of Study

This study will only focus on analyzing the utterance used in Dilbert cartoon strips in Kompas newspaper. The approach used in this study is pragmatics. It is to identify the type and speaker intention.

F. Benefit of Study

The writer hopes that this study will have some benefits in linguistic teaching and learning process. It has two major benefits, there are:

1. Theoretical benefit

This study is expected to enrich the Pragmatic major, particularly in cartoon's language.

2. Practical benefit

The implementation for practical benefit is to develop language function as humor to the user. Besides, the study can be useful to reference for the creator in proposing humor in mass medias such as newspaper, magazine, etc.

G. Paper Organization

This research consists of five chapters. Chapter one is introduction. This chapter includes background of the study, review of the previous

study, problem statement, limitation of the study, objectives of the study, benefit of study and research paper organization.

Chapter two is underlying theory. This chapter involves the theories that are relevant to establish the data analysis. This section is dealing with some frame work of pragmatics, speech act and humor.

Chapter three is research method. This chapter is relating to type of research, object of research, method of data collection and technique of data analysis.

Chapter four is data analysis. It focuses on two subcomponents, the data analysis and the discussion of finding.

Chapter five is providing conclusion and suggestion.