CHAPTER I

INTRODUCTION

This chapter consists of background of research, research questions, research objective, research significant, definition of key terms, and organization of writing.

1.1. Background of Research

Communication and language cannot be separated from each other that because communication definitely uses a language and it is main component in every aspect of life. The scientific study of language is linguistics. According to Bussmann (1996: 693) "Linguistics is scientific discipline with the goal of describing language and speech in all relevant theoretical and practical aspects and their relation to adjoining disciplines". Bussmann (1996: 206) also argues that in linguistics sense, communication is the understanding which occurs between humans through linguistic and non-linguistic means like gestures, mimicry and voice. Further, the branch of linguistics which studies how utterances is pragmatics.

Yule (1996: 4) says that pragmatics is the study of the relationships between linguistics forms and the users of those forms. Pragmatics allows humans into the analysis. The advantage of studying language via pragmatics is that one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of actions.

Pragmatics have some topics, such as: implicature, presupposition, speech act, and deixis. The researcher focussing to speech act research. The theory of speech act is firstly introduced by utterance. We use speech act in our daily activities, include in comic. There are some speech act that we can found in utterance each character. Austin in Saeed (2006: 237) propose that communicating a speech act consists of three elements: the speaker says something (the locutionary act), the speaker signals an associated speech act (the illocutionary act), and the speech act causes an effect on her listeners or the participants (the perlocutionary act). The conversation in webcomic certainly use locution, illocution and perlocution.

Speech act have some types and functions. Searle in Saeed (2016: 237) divided speech act into five types. They are commissives, directives, expressives, representatives, and declarations. Then, Leech (1983: 105) purposes the illocutionary act based on its function. It is according to how illocutionary acts relate to the social goals or purpose of establishing and maintaining politeness. The functions of illocutionary act are competitive, convivial, collaborative, and conflictive.

We can find speech act not only in written language, but also in spoken word. Written media is a tool to show information with written form and it is shown by using papers or image slide which shows information to make peope read it. Such as is newspaper, magazine, pamphlet, comic, novel, and so on.

There is possiblility to find a lot of illocutonary acts in this webcomic, and on it have some types and functions of illocutionary acts. When the utterance contain the speakers feels, it means *expressives* type and paradigm cases is thanking, apologizing, welcoming, congratulating, and so on. Then, when someone try to change the world via utterance, it means *declarations* type and paradigm cases is excommunicating, declaring war, christening, marrying, firing from employment. If we find utterance that get someone else to do something, it means *directives* type and paradigm cases is requesting, questioning, commanding, and so on. The utterance that express the speaker's belief is *representatives* type and paradigm cases is asserting, concluding, complaining, informing, claiming, reporting, stating. When the speakers use to commit themselves to some future action, it means *commissives* type and paradigm cases is promising, threatening, offering. In addition, there are some functions of illocutionary acts in utterance each characters such as competitive, convivial, collaborative, and conflictive. Competitive aims at competing with the social purposes, such as ordering, asking, demanding, and begging. Convivial aims in compliance with the social purposes, for instance offering, inviting, greeting, thanking, and congratulating. Collaborative aims at ignoring the social purposes as like asserting, reporting, announcing, and instructing. Conflictive aims at conflicting against the social purposes, such as threatening, accusing, and reprimanding.

Comic is one of popular art since long ago. This art express an idea and imagination using visual information. McCloud (1993) argue that comics are an art form that uses no moving images are arranged such in way as to form the fabric of the story. There are so many images which describe every important action that follows storyline. Image in comic formed by panel, balloon, narration, and onomatopoeia that explain an action, dialogue, sound effects, and others information.

Written language of comic follows the image contained in it. Language in comic is able to convey ideas as a mean of communication between the writer and reader. The balloon contain most of the verbal text. The balloon in comic is the space of verbal text in which the characters speak or think something. It tells about their conversation to make the story in comic. The caption has a function to give the information and it is the narrative's voice.

Nowadays is modern era, comic is not just a book. There are a digital comic or we can say webcomic (website comic). Webcomic also known as online comic or internet comic are comic published on a website or a software which is use an internet network to access, such as webtoon on site www.webtoons.com.

Webtoon is a webcomic syndicate launched by Naver Corporation in Korea in 2005. LINE Webtoon was launched globally in 2014. On July 2, 2014, the LINE Webtoon website and mobile app were launched worldwide; shortly later, international artist became able to upload their own works to the service. There

are so many genres in LINE Webtoon such as Drama, Fantasy, Comedy, Slice of Life, Romance, Thriller, Action, Horror, and so on.

One of the webcomic in LINE Webtoon is *Up and Out* by Julia Kaye. It published officially in LINE Webtoon on June 15, 2015. This comic is slice of life genre. Slice of life genre means that comic have a storyline based on real life or daily activities. Based on Urban Dictionary, slice of life is an episode of actual experience represented realistically and with little alteration in a dramatic, fictional, or journalistic work; A genre or particular style of writing. Sometimes it easy to understanding because we also experience the same thing or the same activity.

There are some previous studies which have also investigated about speech act. First, was revealed by Rosanah Almukarromah (2017) who analyzes *"An Analysis of Speech Act in Alice Through The Looking Glass Movie Script"*. She focused on illocutionary acts category and strategy that are used by dominant characters in *Alice Through The Looking Glass* movie script. She use Austin's theory in speech act and Searle's theory in types of speech act. As the result, she found 64 data for illocutionary acts and strategies consist of direct (9 data) and indirect (4 data).

The second study is conducted by Jahida wildani (2017) entitled *"An Analysis of Illocutionary Act in Robert Stromberg's Malaficent (2014) Movie"* who analyzed types and functions of illocutionary act, and focussed to *Malaficent* movie as the data. He use Searle's theory to analyze the type of illocutionary act

and Leech's theory to analyze function of illocutionary act. His research using qualitative approach and descriptive method. He found thirty five data from utterance takes from *Malaficent* movie.

Third, it is revealed by Devi Lutfiani Sudrajat (2013) who analyzed "*An Analysis of Speech Act in SpongeBob SquarePants Comics*" that focussed to the illocutions of the speaker's locution, the perlocutions of the speaker's statement, and to identify connectedness the perlocutions in line with the speaker's locution. She use a SpongeBob SquarePants comics as the data. The theory supported by George Yule for speech act, Mario Saraceni for the language of comics, and McCloud for comics generaly. She use descriptive qualitative method and found the illocution of speaker's locution contain 21 types of speaker's illocutionary act, the perlocutions of the speaker's statement contains 11 the hearer's effect of the speaker's statement, the perlocutions which in line with the speaker's utterances are 43 data and the perlocutions which not in line with the speaker's utterances are 20 data.

Last, the study is conducted by Reyka Angelicka (2017) entitled *"The Use of Illocutionary Acts in Dan Fogelman's Tangled Movie"* who focuses to the types and the situational context of illocutionary acts used in *Tangled* movie. She use John Searle's theory for the types of illocutionary acts and Hymes's theory for situational context. Her method is qualitative method because the data analyses are not in the form numbers and statistics. As the result, she found thirty nine data of illocutionary acts in movie script and the situational context which influences

the used of illocutionary act in the movie entitled *"Tangled"* are as situation of time, place, feeling, and so on.

There are still not much scholarly texts concerning *webcomics* as the object of the research. The object of study are mostly about movies, novels, song lyrics, and so on. Therefore, the researcher determined to chooses LINE Webtoon as object of the research in order to aware the digital era. And speech act is one of the interesting topics to study in pragmatics, it is also one of the human activities.

This research is also about illocutionary act but the object is not about movie/movie script, webcomic become the object of this research. The researcher has decided take all character utterances in *Up and Out's* Webcomic which contain illocutionary act. Then limits the problem on the types and functions of illocutionary acts in *Up and Out's* Webcomic. Therefore, the researcher needs to classify the types and functions of illocutionary act based on its features.

1.2. Research Questions

Based on the explanation of background, the main problem in this research is to find speech act in webcomic: *Up and Out* by Julia Kaye. A speech act consists of three element; locutionary act, illocutionary act, and perlocutionary act. Here, llocutionary act most dominant from the other.

Because there are many illocutionary acts in webtoon. The researcher divided the problem into two questions, those are:

1. What types of illocutionary act are in *Up and Out's* Webcomic?
2. What are the functions of illocutionary act in *Up and Out's* Webcomic?

1.3. Research Objective

The purposes of the research are:

1. To find out the types of illocutionary act in *Up and Out's Webcomic*.

2. To find out the functions of illocutionary act in *Up and Out's Webcomic*.

1.4. Research Significance

As the purpose, this research is to know about the theory speech act especially illocutionary act in *Up and Out's Webcomic*. The result of the study is expected to provide benefits both theoretically and practically.

Theoretically, the research intended to the students who want to enrich and add knowledge about the speech act especially illocutionary act which are found in Webcomics.

Practically, it can be used as reference for the reader especially at English Departmen who want to analyze the speech act in webcomics as the object in their research writing and interested in studying illocutionary act in *Up and Out's Webcomic*.

1.5. Definition of Key Terms

A few words are needed on the definitions, such as:

Illocutionary act. When we say something, we usually say it with some porpose in our mind.

Pragmatics. The branch of linguistics which studies how utterances communicate meaning in context.

Speech act. An attempt at doing something purely by speaking, and belong to the domain of pragmatics.

Webcomic. Webiste Comic also known as online comic or internet comic are comic published on a website or a software which is use an internet network to access.

Webtoon or Web Cartoon is a webcomic syndicate launched by Naver Corporation in Korea.

1.6. Organization of Writing

In this research, the researcher has divided the paper into five chapters. As follow:

Chapter I: The first chapter is an introduction which consists of background of research, research questions, research objective, significant of research, definition of key terms, and organization of writing.

Chapter II: The second chapter is theoritical foundation which consists of theory of pragmatics, theory of speech act, theory of types and functions of illocutionary act, and about webcomic/webtoon.

Chapter III: The third chapter is research method which consists of research design, source of data, the technique of collecting data, and the technique of analyzing data.

Chapter IV: The fourth chapter is research finding and discussion about types and functions of illocutionary act in *Up and Out's Webcomic* by Julia Kaye.

Chapter V: And the last chapter is conclusion and suggestion in accordance with the research findings.