CHAPTER I

INTRODUCTION

This chapter provides information about background, statement of problem, research objective, research significance, and definition of key terms.

1.1 Background

Oral media is a tool to give information identified by its. Utterance is usually used by people to communicate. Many people communicate by using their utterance to make conversation and the information immediately because they can see each other and they can get the answer right away (the speaker and listener). The examples are those who are chatting when they met, those who are calling on phone, interview, and other else. On the other hand, 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 people read it. Such as is newspaper, magazine, pamphlet, comic, novel, and so on.

Comic is a kind of written media and it is one of reading text sources. Many people have ever read it because comic is not something new for us to find and it is not a modern text. Saraceni (2003:1) mentions:

> "We think of comics as very modern texts, but it is possible to see connections between them and the communication system of early civilizations. For example, the Egyptians used combinations of images and hieroglyphics, while narratives composed of sequences of pictures were common in other ancient cultures".

Written language of comic follows the image contained in it. Language in comic is able to convey ideas as a means of communication between writer and reader. Besides that, it has the balloon to 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. On the other hand, the caption has function to give the information and it is the narrative's voice. Today many comics can be found in series. Comic's series are hero, adventure, fable, folklore, and other; for example, the first regular comic strip appeared in 1884 and featured the first comic hero, Ally Sloper (Saraceni, 2003:1). People also find that theme of comic is different from title to title even from series to series. Doraemon tells about the adventure theme, Scooby Doo tells about mystery investigation theme, and SpongeBob SquarePants tells about living on the sea.

SpongeBob SquarePants (often referred to simply as SpongeBob) is an American animated television series, created by Stephen Hillenburg. SpongeBob is shown by film and comic. SpongeBob SquarePants' film and comic theme is living on the sea. It tells about him and his friends.

SpongeBob SquarePants comic is the adventure or the daily activity story. The exploits and adventure here is SpongeBob's activity with his various friends in the underwater city of Bikini Bottom. The exploits in SpongeBob's story are in SpongeBob's characters; optimistic, friendly and diligent. It is similar to Hillenburg's (2009) opinion about SpongeBob's characters, he says "SpongeBob SquarePants: an optimistic and friendly sea sponge who lives in a pineapple with his snail, Gary, and works as a fry cook at the Krusty Krab. He loves his job and he always looking on the bright side of everything."

Most of the series tells about funny story. Hence, the level of SpongeBob SquarePants comic is comic anthropomorphic animal genres and types. Marx (2007:83) mentions that "anthropomorphic animals-ranging from "funny animals" (*Donald Duck*), to serious books (*Usagi Yojimbo*), to *Teenage Mutant Ninja Turtles*."

Especially for language of comics, it is used on the balloon and the caption relate to the picture. Not only are the balloon and the caption, but in comics are also the gutter, the caption, and the panel. The balloon in comic is the space of verbal text which the characters speak or think something. It is similar to Saraceni's (2003:9) opinion that, "It is the space in which most of the verbal text is contained. The tail of the balloon indicates the character who is speaking (or thinking)."

Characters in comics make dialog to give information and the reader must know what the information is. It can be shown by the language which is used, the reader and the text must coherence. Saraceni (2003:51) mentions that "Coherence is not only in the text but also in the reader's mind. In fact, reading is something that involves what is *not* in the text as well as what is present. In every text some information is missing, and it's up to the reader to reconstruct the full story, to infer the missing pieces."

The language which frequently appears in SpongeBob SquarePants comic has contextual meaning to make the reader think about the meaning and what will happen in the next dialog. Speech act can help reader to know what the dialog means because speech act or acts performed in the utterance of a sentence are in general a function of the meaning of the sentence (Searle, 1969:18).

Speech act is the basic or minimal units of linguistic communication (Searle, 1969:16). Yule (1996:47) mentions that "In attempting to express themselves, people do not only produce utterance containing grammatical structures and words, they perform actions via those utterances" it can be seen in a situation when your leader has a great power, then your leader said (1) 'You are fired'. The sentence has another meaning than just a statement. The statement (1) can be used to show an act to make your work is over.

All linguistic communication need linguistics acts. Searle (1969:16) mentions:

"All linguistic communication involves linguistics acts. The unit of linguistics communication is not, as has generally been supposed, the symbol, word or sentence, or even the token of the symbol, word or sentence, but rather the production or issuance of the symbol or word or sentence in the performance of the speech act."

There is lots of research on speech act. One of which is research done by Nur Sakinah (2011) who examines the declaration speech act in novel and she was looking for sentences containing verbal form and non-verbal form. The result of the research contains 52 data about the effect as result declarations types. There are 31 data of verbal forms and 21 data of non-verbal forms. Especially in comic, research about speech act analysis by Maharani with *Tindak Tutur Percakapan Pada Komik Asterix*. The research on types of speech act in Asterix comic contains *Tindak Lokusi, Tindak Illkusi, dan Tindak Perlokusi*. In addition to other types of speech acts, Maharani also analyzed the 10 comparative patterns found on conversation on Asterix comic. Based on the analysis that has been done, she concludes that the Aterix comic discourse is coherent, so that each participant can understand these demands speech speaking partner.

In this study, the researcher will analyze speech act and she chooses SpongeBob SquarePants comics as the object. In this research, the researcher will analyze speech act and the

speech act classification categories of the conversation. The research is entitled 'The Analysis of Speech Act in SpongeBob SquarePants Comics'.

2.1 Statement of Problem

In accordance with the background of research is mentioned above, the researcher would like to identify the problems. The main problem in this research is to find the speech act in SpongeBob SquarePants comics. Thereby, in order to specify the research, the researcher takes SpongeBob SquarePants comic's edition *Happy Valentine's Day*, *Deep Sea Sillies*, *Nautical Nonsense*, and *Laugh Your Pants Off* as objects of research.

The statement of problem will be formulated as follows:

1. What are the illocutions of the speaker's locution in SpongeBob SquarePants comics?
2. What are the perlocutions of the speaker's utterance?
3. To what extent are the perlocutions in line with the speaker's locution?

3.1 Research Objective

Based on the background of problems above, the researcher will identify the purposes as follows:

1. To investigate the illocutions of the speaker's locution in SpongeBob SquarePants comics.
2. To analyze the perlocutions of the speaker's utterance.

3. To identify connectedness the perlocutions in line with the speaker's locution.

4.1 Research Significance

The significance of this research is expected to contribute will contribute to the academicals society and non-academicals society. They are:

1. Academically, it brings the improvement of knowledge about linguistics especially about speech act. The aim of this study is to find out what the effect of speech act, which used in comic.

2. Non-academic world, it gives knowledge about how to make a conversation, which to aim the hearer get the effect of the utterance without giving the real aim. It can be applied to our conversation to make the hearer gets the effect of our utterance.

5.1 Definition of Key Terms

In order to avoid unnecessary misunderstanding, some terms are clarified as follows:

1. Comic is a pictorial story (Kamus Besar Bahasa Indonesia, Balai Pustaka; 229). It is similar to McCloud's (2006:2) opinion "Comic is a secret language all its own, and mastering it poses challenges unlike and faced by prose writers, illustrators or any other creative professional."

2. Locutionary act, by which he meant the act of saying something that makes the sense in a language, i.e. follows the rules of pronunciation and grammar. (Saeed, 1997:212)

3. Illocutionary act (the action intended by the speakers), the uses to which language can be put in society. In fact term speech act is often used with just the meaning of illocutionary act. (Saeed, 1997:212)

4. Perlocutionary act, is concerned with that follows an utterance. The effect or 'take up' of an illocutionary act. (Saeed, 1997:212)