

CHAPTER I

INTRODUCTION

This chapter presents a general description of this research. It also gives an explanation about phases of research. Those phases are as follows; background of the research, questions of research, purpose and significance of research, and also general description of the paper.

A. Background of The Study

Language is a part of people life, and because of that language is used in daily activity and communication. Along with changing of era, language also developed and became widely for everything around human's life. One of those language's development is mentions something, and bring new form of language. Therefore in this research, researcher chose onomatopoeias as a material to be discussed.

Human try to imitate a sound that produced by object that called onomatopoeia. Chaer (2002:44) Said that Sign or words is a name or label from what that signified, it could be things, concept, activity, or an event. These objects that commonly found in daily activities, which can be as sound of action, nature, or any others sound. This Onomatopoeia was formed as word that became an imitation from the real sound of object, and objects from it could be found around human's life. While according to Keraf (1984:3), humans try to imitate sound of dog, or wind,

sound of wave, and so on that will called object or the action with those sounds. Then indirectly onomatopoeia language has been named an object by human itself.

In this study, the researcher analyzed onomatopoeias word. Data in this research were taken from comic published by DC Comic entitled “Scooby Doo”. DC Comic is the biggest and oldest comic company in America. One famous comic that published by DC is *Scooby Doo*. Not like others comic, Scooby Doo was created from television show and originally turned into comic after adaptation from cartoon in television show. In this study, the researcher choose series *Scooby doo Where Are You*. The researcher choose this comic because it provides a lot of onomatopoeias. It brings writer’s interest to analyze this comic.

Theories that helped the researcher analyze this object are theories about Sign and Meaning. Linguistic study which learned about sign is semiotic. Pierce (in Saputra, 2003) said that sign is something which stands to somebody for something in some respect or capacity. In this case sign as represented something else, and has a referent to something else that also has a relation with that sign. In signification by Pierce, he analyzed the sign from an object until the interpretation about that object. His theory known by triadic, they are three important points from this theory sign, object, and interpretant. Sign also called ground, in pierce theory this ground has three functions. They are qualisign, sinsign, and legisign. This division based on the sign that has different criteria of sign. Then second part of triadic was object. In object, form of sign was divided based on their type of objects. They are icon, index,

and symbol. Last part of triadic theory was interpretant, which mean this last step for analyze sign by using Pierce's theory.

After discussing the sign, it also needed to find out the meaning of sign. Semantics as branch of linguistics, is the one which discussed meaning. Chaer (2002:2) in his book said that Semantic as study of meaning, which one of three part levels language analysis: phonology, grammatical, and semantic. This study also part of language that has an important role, because if there's a sound or rule of signs but does not has any meaning it can not be explained by human's language. Semantic here as a concept that comes to human's perception, when human talks about an object and it is found the meaning without thinking for a second times, it is because they know what they are talking about. Meaning itself can be seen from context. The context is the situation which is formed by setting, activity, and relation. If the interaction of three components is happened, so context will be formed. According to Parera (2004:228) setting occurs the time, place and situation what it is done. This setting are show when, where, and what is happened when symbol used.

Every research comes to be perfect when it refers to previous study. This research refers to a graduating paper by Susanti (2009) who analyzed Advertisement through picture and found the meaning by contextual meaning. She also analyzed phrase which describe the product. This research also used a contextual analysis to find out the meaning, but not like her research which analyzed whole phrases, this research analyzes the onomatopoeia which comes out in Scooby Doo: Where Are

You Series Comic with its meaning by using contextual meaning analysis. The second previous study was from Eliza (2013) in her research she analyzed onomatopoeias in comic, it has the same object and topic. Her analysis used a contextual and lexical meaning to find the function and the meaning of onomatopoeia in comic. Not like her research, this research is deeper to find out the meaning seen from the situation when onomatopoeia appears and the role of onomatopoeias as sign which represented a real sound from object.

This research, the researcher gives a description about sign and meaning that analyzed by Pierce's theory about sign, and helped by theory from Parera for analyze contextual meaning of Onomatopoeia. Theory from pierce that gave an explanation about classification of sign help to classifies sign of onomatopoeias. Then theory about contextual meaning will seek the meaning of those types of sign of onomatopoeias. In Pierce's theory he made a classification of sign from representation until interpretation. In Parera's theory he show that for analyze context, it is need to found setting, activity, and relation. Sign also has no meaning if they are out of context. This research shows an analysis about sign and meaning of onomatopoeias in Scooby Doo Where Are You Series Comic. Therefore the researcher decides this research entitled **Sign and Meaning of Onomatopoeias in Scooby Doo: Where Are You Series Comic.**

B. Statement of Problem

In language there are two inseparable things, they are the role of the sign and the meaning of the sign. In onomatopoeia that was described in visual information like comic, such as what has been explained in background above. Based on background of problem, it can be formulated into the statement of problems as follows:

1. What types of sign of onomatopoeias are found in *Scooby Doo: Where Are You Series Comic*?
2. What are the meanings of each type of sign of onomatopoeias words found in *Scooby Doo: Where Are You Series Comic*?

C. Research Objective

Based on the background and the formulation of statement problem above, this proposal expected to achieve the desired objectives. There are also the main goals of this research which can be achieved, in which some of the main objectives in this proposal below:

1. To find out types of sign of onomatopoeias especially that exist in *Scooby Doo: Where Are You Series Comic*.
2. To find out meanings in each type of sign of onomatopoeias words especially that exists in *Scooby Doo: Where Are You Series Comic*.

D. Research Significance

Based on the research objective, the results of the research are expected to provide benefits theoretically and practically.

1. Theoretically the result of research is expected to expand knowledge about sign and meaning of onomatopoeias words through *Scooby Doo Where Are You* series comic.
2. Practically this study is expected to be useful for :
 - a) Linguistic students
Especially linguistic students of Sunan Gunung Djati State Islamic University Bandung, this research hopefully can give them subject for their knowledge of onomatopoeia.
 - b) Researchers
Hopefully, this research can be a reference and inspiration for those who interested in sign and contextual meaning of onomatopoeia research.
 - c) The reader
This research can give valuable information about onomatopoeia especially in *Scooby Doo: Where Are You Series Comic*.