CHAPTER I

INTRODUCTION

This chapter focuses on background of research, statement of problem, research objective, research significant, and clarification of key terms.

1.1 Background

Language is a medium of human thinking in the abstract objects which is factually transformed into symbols of abstract language. People use language not only for communication but also for sharing ideas, information and knowledge. With this transformation of human existence, they can think about an object, even though the object was not sensed when the thinking process was carried out. It cannot be denied that humans cannot do anything without using language. According to Ludwig Van Wittgenstein that the boundary of the human world is their language : "*When I think in language, there aren't "meanings" going throught my mind in addition to the verbal expressions: the language is the vehicle of thought itself.*" (quoted in Sumaryono, 1993:26). It mean that without language as the means of communication, it would be difficult for people to deliver their messages or to express what they want.

Communication is not limited to the process of transferring the sounds of the words, beyond that there is a transformation of meaning in a certain sense forms. Furthermore, there is a transformation of meaning in a certain form of understanding. Even to the extreme, there are "words don't mean" or "people mean" expressions, which indicate that words are only symbols of intent but through symbols that individuals construct meaning and understanding. This process is no longer a matter of psychology alone, furthermore is an interesting study in linguistics. The phenomenon of sarcasm in daily life increasingly seems to color language activities.

Because of this condition of society ultimately affects attitudes and outlook on life. The phenomenon of sarcasm is motivated by various aspects of the situation. For example based on place, time, situation and user. Meanwhile, the response was given by the speaker toward the quality of speech is the language politeness. Language politeness is reflected in the procedures for communicating verbally or in language procedures. Yule argues that, "*It is possible to treat politeness as a fixed concept, as in the idea of polite social behavior, or etiquette, within a culture.*" (Yule, 1996: 60)

There are so many fields of linguistics are studied, such as syntax, semantics, sociolinguistics and much more. Whereas the studies of meaning according to its context, that is as a communication tool between speakers and listeners who examine the meaning in interact is pragmatics. Crystal (1989: 83) states that pragmatics is a language study that connects harmoniousness of the structure of language with the use of language. In this case, pragmatics refers to the meaning that has context as a means of communication between speakers and listeners which examines meaning in interacting, so the researcher tries to focuses on one of the studies of linguistics that is pragmatics where this field of studies is widely used in language both speaking or writing.

In general, each individual when expressing the purpose of the conversation, there is something directly and clearly expressed so that the person to be spoken to easily grasps its meaning, there is also an indirect expression or through various parables so that the person being spoken to can interpret their meaning and understand it. Language can be beautiful when it is selected from words that can make people amazed, instead, it can be bad if the words composed of meaningless bad words. It has become a natural thing that humans have a sense of hate or opposition to anything (Gazzaniga, Ivry, & Mangun, 2015).

Each person has own figure of speech in expressing ideas. With language which is a means of conveying ideas and feelings that are natural if there are

differences of opinion or opposition when conveying their ideas or feelings. How to convey ideas and feelings can be criticism, suggestions, insinuations and even mocking and humiliation. In expressing these opinions, of course, the way people speak will be different depending on their own figurative influence. According to Holman (1985: 185) that figures of speech are of two major kinds: rhetorical figures, which are departures from customary or standard uses of language to achieve special effects without a change in the radical meaning of the words; and tropes, in which basic changes in the meaning of words occur."

It refers to (Keraf, 2000: 113) opinion that figures of speech are a method to express the idea by language in special type that shows the soul of the writer's personality (speech act). In other words, the use of specific figures of speech may change and cause a certain connotation. Its uses will be different for each person, depending on the soul of the wearer's personality. He added that figure of speech as a particular way to express an idea or concept through language use. This particular way is different from one person to another (Keraf, 2000:112).

Sarcasm is the use of the figure of speech that is included in the conflict of language. According to Kerraf (quoted in Tarigan, 1985 : 92) "*the word sarcasm derives from the Greek sarkasmos derived from the verb sarkasein which means 'tearing the flesh like a dog', 'biting the lips out of anger' or 'speaking with bitterness'.*" The purpose of sarcasm is intended to satirize or insinuate, offend someone or something. Sarcasm can be a humiliation that expresses resentment and anger by using harsh words. This form can hurt someone's feelings. Meanwhile according to Sperber and Wilson (quoted in Tsoory et al, 2005: 288), *"sarcasm is usually used to communicate implicit criticism about the listener or the situation."* As one of many cases, the use of sarcasm is a case of intimidation where intimidation is aggressive behaviour that arises from a deliberate intention to cause pressure on others both physically and mentally.

To understand about sarcasm, the researcher will use (Perrine, 1969:113) theory about sarcasm as cruel and intends to give hurt, and (Keraff, 2000:143) theory about sarcasm as the content of a bitter censure and unpleasantness. There are 4 types of sarcasm according to Camp's theory (2011:17), such as propositional, lexical, like-prefixed, and illocutionary. From various types of sarcasm, the researchers are interested in examining sentences which include the Propositional Sarcasm from The Walking Dead television series. Tarigan has his own definition regarding about figure of speech in his book titled "*Pengajaran Gaya Bahasa*," he states that the type of figure of speech that is included in the following group of stylistic contradictions largely contention style contains elements of criticism of rejection and humiliation. (Tarigan, 1985:197).

An entertainment show such as a television series or movie can be considered as a research object because of its close relationship with the community (Sobur, 2013). The closeness of this relationship is evidenced by the icons that are often found in the community that are aired. Likewise with *The Walking* Dead which describes the state of the world in the post-apocalyptic chaos. *The Walking Dead* is an American post-apocalyptic horror television series produced by Frank Darabont for AMC and internationally on Fox International Channels The series premiered on October 31, 2010 and still continue in March 2019. This television series presents another conflict in the midst of the people's struggle to survive from the terror of zombies, dissent often influences the decision-making process, besides, the emotional state of each character during the broadcasting period narrows the space of interaction between the actors. Language data in it is also close to language trends that are taking place during the broadcast.

The series is very interesting to be discussed because the story is adapted from comics that are very popular in the world, wherein this series tells of survival in the world of post-apocalypse chaos. Besides framed in the horror genre, this series also presents another conflict amid the struggles of the people to survive from zombie

terror. It makes the film look different when the audience watch this series, they are not only interested in the storyline but also carried away by the emotions played by the characters depending on the events seen on screen. On the other hand, the figure of speech used in this movie is very attractive. In accordance with this research in a figure of speech, it is needed for the researcher to investigate what makes this movie different especially in understanding the figure of speech spoken by characters.

On *The Walking Dead* itself, there are so many words which have contains the sarcasm, have statement effect of mocking intends to enhance humiliation, such as *asshole, ass, fuck, fucking, shit*, etc. Although in practice it is difficult for researchers to understand it because sarcasm itself has different various meanings. in addition, in the world of education learning about his own sarcasm is very less because of the negative view of the function and its use. However, it will be used to regardless of whether or not the figurative of those languages as learners both English literature and linguistic already supposed to know the various forms of sentences and understand the meaning it contains.

1.2 Statement of Problem

Based on the historical background above , the researcher concerns to answer the following questions:

1. What types of sarcasm words are stated by the characters in *The Walking Dead* television series?
2. How are the responses toward the sarcasm words stated by the characters in *The Walking Dead* television series?

1.3 Research Objective

Based on the statement of problem above, the purposes of this research, are:

1. To describe any types of sarcasm words are stated by the characters in *The Walking Dead* television series.

2. To know any responses toward the sarcasm words stated by the characters in *The Walking Dead* television series.

1.4 Research Significance

This research will have some significance. For theoretically, this research will be expected to be a contribution to the student of UIN Sunan Gunung Djati Bandung, especially at the English Department. For practically, this research will be expected to giving information about the response of sarcasm on The Walking Dead television series in terms of pragmatics, and the last for another researcher, this research it will be expected that can be used as a reference to conduct further studies related to the effects of figures of speech. Besides that the result of this research is expected to give advantage in pragmatics field, especially in studying about form and meaning in sarcasm, therefore meaning which emerges can be understood by the listener.

1.5 Clarifications of Key Terms

There are to classify the key terms used in this research, the researcher clarify the key points, as follows :

1. Pragmatics : The study of the way in which language is used to express what subjek really means in particular situations, especially when the actual word used may apperar to mean sth different (Oxford : 1166)
2. Figure of speech : A particular style of writing or speaking (Oxford : 848).
3. Sarcasm : A way of using word that are the opposite of irony to mock or convey contempt (Oxford :1329).
4. The Walking Dead : A American post-apocalyptic horror television series based on a comic book series of the same name. (wikipedia).

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1.6 Previous Studies

Related to the illustration above, the researcher wants to analyze and investigates the utterances in this series, especially sarcasm excerpts are used by the characters of The Walking Dead Television Series. Actually, there are three preview studies that have been conducted by some researchers are considered relevant to this research, which is about sarcasm but in a different method and object. Some of them as follows:

Dafiqi Rahman (2015) conducted research about the use of sarcasm as humour by Holden Caulfield, the main character in the novel The Catcher in the Rye. In his thesis, he used the theory of John Heiman with structuralist Roland Barthes approach to determine the sentences sarcasm in the novel and mentioned the words sarcasm used by the main character is a form of humour as a depiction of the circumstances that he experienced at that time. As a result, he found the hidden meanings that contain humour structure dominated by humour superiority.

Ullul Azmi (2013) investigated the use of the word sarcasm as popular culture in 2 American comedy films in "Mockery and Sarcasm In Bruce Almighty and Tropic Thunder." He said that most words of sarcasm are used for insult and sex-oriented dirty words. As result, he found that 21% significant use of fuck and asshole words in the context of mockery and sarcasm of American films. Then 25% significance the involvement of popular culture in mockery and sarcasm.

Moreover, Yudhi Dwi Permadi (2015) investigated "Sarcasm Style In Crows Zero Film." In his thesis, he examined the aspects of the use of sarcasm by Genji, the main character in the film Crows Zero based on Thorndike theory with the sociolinguistic approach. He said that the aspects which response of sarcasm including the condition of the social character with the environment, moral conditions and the circumstances that occurred at that time. As a result, he found 23 words of sarcasm as a negative response.

Based on this matter, the researcher is interested in analyzing the response of sarcasm on The Walking Dead television series because researcher assumes that is the figures of speech is related to various aspects based on context happened as explained earlier.