

CHAPTER I

INTRODUCTION

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a persuasive feature of our daily lives. People use language to bargain, flirt, counsel, and provoke. Lehman as quoted by Fransiska (2001: 2) says that language is a means, which enables human beings to play roles in society, to express their needs, to get and give information, and to learn about people and their surroundings. Therefore, language is used as a means to communicate, many people communicate in a direct or indirect way. In a direct way people can communicate orally, while in indirect way they can express their ideas through literature product. They write down many things in a form of literature to show the world's phenomenon.

Little as quoted by Fransiska (2001:2) says that literature has been connected with the teaching and learning language. There is interrelation between education and study of literature education. He continued that literature would not be presented without the existence of education. He believed that literature explains people's values, thoughts, and problems as well as conflicts. Literature may cover many aspects in a society. Tanner as quoted by Fransika (2001: 2) states that people can find the explanation of thoughts, behaviors or values of one society that is presented in written form and people considered it as one of many form of communication, both as a system and product. Little as quoted by Fransiska (2001: 2) states that literature is a communication system and product of its literary pieces of its self; it can be a written a piece of literature poems, prose, play, comic or an oral narrative such as story telling and fables.

Fransiska (2001: 3) states that the language used in literature cannot be considered the same as the one which is used in daily activities. This is because the language of literature emphasizes on the effect and impressions that will be given to the readers. The author of humor comic, for example, hopes the language he used in his comics can make the reader laugh at the jokes written in his comics.

In this study, the writer chooses comic as one of literary products. It also can be considered as means of communication. The language of a comic in form of conversation different from everyday language but seems so real because it contains pictures. People who read comic will have directly clear imagination about the message implied by looking at the expression of the characters, both from the pictures and the text.

Therefore, in this study the writer analyzes the utterances of the conversation in the comic based on the Grice's maxims. Renkema (1993:9) says that there should be a cooperative between a listener and speaker in the dialogue so that the dialogue is understandable and successful, that the dialogue is understandable and successful is based on the four maxims: Maxim of Quality, Maxim of Quantity, Maxim of relevance, Maxim of Manner. Attardo (1993: 538) stated that if the speaker violates Grice's maxim principle, it may be able to be a humor.

Automatically, this study also interrelated to the Speech Acts Theory, which is the basic unit of communication. John Searle as quoted by Olivia (1997:5) has mentioned

The hypothesis that Speech Acts is the basic unit of communication, taken together with the principle of expressibility, suggest that there are series of analytic connection...

Therefore, the writer is interested in using those two theories to analyze the utterances of the characters in the humor comic of Master Q.

1.2 Statement of the Problem

In line with the background of the study, the questions investigated are formulated as follows:

1. What Grice's maxims are violated in the dialogue of the humor comic of Master Q?
2. What Illocutionary act types occur in dialogue of the humor comic of Master Q?

1.3 Objective of the Study

Based on the problem that is mentioned above, the writer would like to find out the Grice's maxims that are violated in the dialogue of the humor comic of Master Q and Illocutionary act types which occur in dialogue of the humor comic of Master Q.

1.4 Significant of the Study

The result of the study hopefully gives a contribution to the teaching learning to the study of discourse analysis, especially in the Speech Acts and Grice's Maxim Principle.

1.5 Theoretical Framework

The study under report is discussing about the message in the humor comic. In order to answer the research problem, the writer uses some theories, Grice's maxims, Speech Act Theory, and Theory of Humor.

Grice's Maxim is included here since it is related to theory of humor. Raskin(1985:56) stated that a text is funny is caused by an implicature which is

produced by the speaker, according to theory of humor by Veatch (1998) there are three conditions of humor, one of them is violated. Then a humor may occur when the implicature is violated by the speaker.

Speech Act Theory is included here as it provides “an ability to develop the function of what is being said” (Santoso, 1998). Speech is a form of action and words are instruments in which action can be performed. This assertion is supported by Austin’s words in Stubbs’ book, *Discourse Analysis* (1983:148) which postulates that “... the saying and doing are inseparable in two senses. The acts could not be done without using language, and the saying counts as the doing.”

Stubbs as quoted by Olivia (2001: 5) also says that utterances can perform three acts: locutionary act, illocutionary act, and perlocutionary act. Furthermore, it is believed that every utterance must have at least two acts, whether they are the combination of locution and illocution acts or even the mixture of them all.

The theory of humor by Veatch (1998) is also important for this study since it deals with humors. He assumes that this theory does not tend to respect disciplinary boundaries, though writers often address themselves to the concerns of disciplinary-restricted audience. His theory is given in the form of three necessary and sufficient conditions for humor perception. Those conditions are V, N and Simultaneity. Moreover, the writer puts the theory of humor by Raskin (1985) which list some characters of humor, which can be seen in chapter 2.

1.6 Scopes and Limitation

This study is limited to the comic of Master Q Millenia series number 1 up to 7. In this case, the writer takes the humor in the form of dialogues only. He selects comic

of Master Q for it is the easiest access for him to do some observations and collect the data. Besides, as the writer observed, the story in this comic is adopted from daily life and the language which is used is daily language so that it can be understood easily. He limits the data up to 14 titles. They are *Bingung*, *Ngaco*, *Sok pintar*, *Malah Kaget*, *Rasa Ular*, *Tuli*, *Tak Seru Lagi*, *Tertipu*, *Tahun Baru*, *Iseng*, *Gila Benar*, *Pelayan Selebor*, *Buta Huruf*, and *Sok Tahu*.

1.7 Definition of The Key Terms

1. Comic is a group of cartoon in narrative sequence (Woolf as quoted in Indrayani. 1998: 7)
2. Master Q is the main character in the comic series.
3. Humor is defined as any stimulation that evokes amusement and that is experienced as being funny. (Wilson, 1979: 2)

1.8 Organization of The Study

Chapter I is the introduction which is divided into sub-chapters; background of the study, statement of the problems, objectives of the study, significance of the study, limitation of the study, definition of key term, organization of the study. Chapter II deals with review of related literature. Chapter III deals with research method. Chapter IV deals with data analysis and findings. Chapter V deals with conclusion and suggestion.