

CHAPTER 1

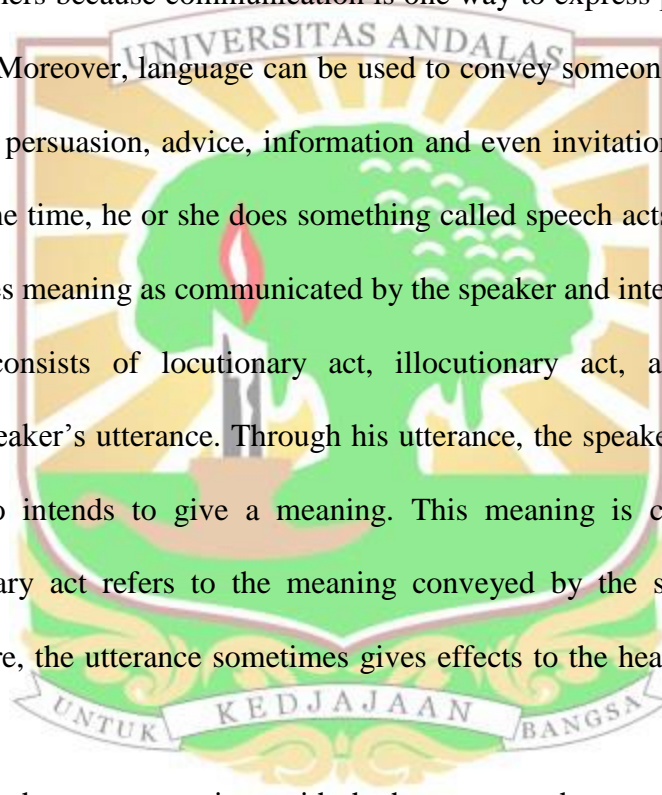
INTRODUCTION

1.1 Background of the Study

Language is one of media which cannot be separated from human life. Human uses language in their speech, either spoken or written. Language is used every day by everybody to communicate with others because communication is one way to express people's mind, feelings, ideas, and emotions. Moreover, language can be used to convey someone's intention for several purposes. It could be persuasion, advice, information and even invitation. When a speaker says something, at the same time, he or she does something called speech acts. Speech act is a part of pragmatics that studies meaning as communicated by the speaker and interpreted by the hearer.

Speech act consists of locutionary act, illocutionary act, and perlocutionary act. Locutionary act is speaker's utterance. Through his utterance, the speaker does not only convey information, but also intends to give a meaning. This meaning is called illocutionary act. Therefore, illocutionary act refers to the meaning conveyed by the speaker through his/her utterance. Furthermore, the utterance sometimes gives effects to the hearer. The effect is called perlocutionary act.

When speakers have conversations with the hearer, speech act actually appears. It means the speaker's utterance does not only convey information, but also contains another purpose that must be understood by the hearer. The purpose is influenced by several reasons, such as the situation of the utterance, the speaker, or the hearer. Sometimes the purpose of the utterance is to get someone else to do something, such as command, request, order, suggestion, invitation, etc. This function is called directives. Directive includes into the types of illocutionary acts. As it is



known, Yule(1996, pp. 5) categorized illocutionary into five types of function: declarative; representatives; expressive; directive and commissive. Through directive speech acts, a speaker conveys his intention toward the hearer, specifically about the things that the speaker wants the hearer to do.

The example of directive speech act can be seen in the sentence, “**Enough!**He’s outta here! (Donald Duck Comic, pp. 7).” This utterance can be categorized as a directive because through the utterance, the speaker, in this case Uncle Donald, wants the hearer to do something. In this case, he wants Kwak to stop influencing him to allow the dog to stay at their house. Therefore, the type of the directive illocutionary act is command. Another example of the use of directive speech act in Indonesian is when a teacher says, “Kalian harus rajin belajar agar lekas pandai,” to his/her students. The types of illocutionary act of the teacher’s utterance is suggestion because the teacher wants his/her students to study hard.

The directive speech act can be found in daily life, such as in television, magazines, advertisements, and books. It can also be found in comic. Comic is a kind of text which uses picture in delivering the story. In comic, the story is told in the form of conversation between the characters and illustrated by the pictures. In other words, it is not written in the form of long narrative as in novel. An interesting fact we can find in comic is that the characters mostly use casual style of language as we always use in our daily life.

One of recommended comics to read is *Donald Duck*. This comic is well-known all over the world and has been translated into several languages. It is the most published comic book character in the world outside of the superhero genre. Even, this comic is also produced in the form of film. Donald, the main character of this comic, is one of the most popular Disney characters and was included in Tv Guide’s list of 50 greatest cartoon characters of all time in

2002. In relation to its popularity, therefore, the writer is interested in conducting research about directive speech act in *Donald Duck* comic.

1.2. Research Question

This research concerns on analyzing the directive speech act in *Donald Duck* comic. Based on the background of research, the formulation of the problem can be stated as follows: What are the directive speech acts found in *Donald Duck* comic?

1.3. Objective of the Study

This research mainly aims to identify the directives speech acts in the language of *Donald Duck* comic. Simultaneously, when the directives are analyzed, the intention implied in the directives are also found.

1.4. Scope of the Study

There are five types of illocutionary act proposed by Yule (1996). They are declarative, representative, expressive, declarative, and commissive. In this research, the writer only focuses on the directive speech act found in the utterance of the characters of *Donald Duck* comic.

1.5. Methods of the Research

The data of this research were the utterances of the characters in *Donald Duck* comic containing the directive speech acts and the supporting picture reflecting the context of the utterances. The source of data in this research was *Donald Duck* comic. This comic is well-known all over the world and has been translated into several languages. It is the most published comic book character in the world outside of the superhero genre. In this case, the writer chose “**The Avenger I**” version of *Donald Duck* comic as the source of data. The comic consists of 30 pages.

In collecting the data, there are two steps conducted. For the first step, the writer read the stories several times in order to understand the context. For the second step, the writer collected all utterances uttered by the character of the comic which contain the directive speech acts. From all pages of the comic, the writer found 22 data containing directive speech acts to analyze.

In analyzing the data, the writer referred to the context of speaking or situation. It is related to how the speaker's utterances is interpreted by the hearer. The first step in analyzing the data was determining the types of directives speech act based on the theory proposed by Leech (1983). The second step was analyzing the contextual factors that influence the characters to use the directive speech act by referring to the theory proposed by Leech (1983). The context here can be seen through the illustrated pictures.

In presenting the result of the analysis, the writer presented the analysis of data by categorizing the directive speech act into its types. Then, they were analyzed the selected utterances containing directive speech acts by describing the context of the utterance and explaining why those utterances included into the respective types of directive speech acts. Finally, all of types were recapitulated in the form of table.

