

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

One of the most important studies in pragmatics is speech acts. Speech acts are crucial because they contain a complete comprehension about two-ways dialogue, between speaker's meaning and its surrounded context. According to Yule (1996, p. 47), speech act can be defined as "act of communication that corresponds to the type of attitude being expressed". All linguistic activities relate to speech acts. Therefore, languages are to display a set of speech acts, such as statement, command, inquiry and commitment. Actually, speech act is firstly proposed by J. L. Austin (1962, p. 3). He noted that in an utterance, it has three acts; *locutionary act* is the act of saying something, *illocutionary act* is the act behind the utterance, and *perlocutionary act* is the effect of what speakers say to the hearer. Among these kinds of speech acts, illocutionary act is mostly significant to be studied and this type also a pragmatic marker.

According to Searle (in Rahardi, 2005, p. 36), "there are five types of act that one can perform in speaking by means of the following types of utterances such as: declarations, assertive, expressives, directives, and commissives." Declarations are those kinds of speech acts that change the world via their utterance that brings into existence. Assertive are those kinds of speech acts that state what the speaker believes to be the case or not. Expressive are those kinds of speech acts that state what the speakers feel. Directives are those kinds of speech acts that speakers use to ask someone to do

something. Commisives are those kinds of speech acts that speakers commit themselves to some future actions.

Based on the previous description, one of speech community that majorly deals with feeling and behavior in the language use is comic. Comic is a [medium](#) used to express ideas via images, constantly combined with several texts or other textual information like symbols, code, etc and that can communicate a wealth of ideas and emoticons spanning all genres (Scott McCloud, 2006, p. 1). Nowadays, comics are very popular in reading society. Many people enjoy reading comics not only as an entertainment, however also as a media in transferring culture and knowledge. As the process of transferring information from sender to receiver, the meaning is also one of the most important aspect in comic. Through a good comprehension skill, the reader got the idea of the writer completely. However, sometimes we cannot get the idea from the writer directly because it comes in an indirect form. Moreover, to get the information, the reader must understand the sign and clue that is spread in the comic. The reader must know about the implicit meaning of the utterances to make it easier to interpret.

Referring to the description above, the writer focus on analyzing of directive illocutionary act found in *Avenger Featuring Special Guest – Stas Nova and Totally Awesome Hulk* comic. The genre of this comic are adventure of group of superhero, where this comic is the best comic present by Marvel custom solution and Western Union. It is written by Brandon Montclare then published as a One-Shot by Marvel Worldwild at November 1, 2016 in USA. This comic tell about the superheroes trying to save a town in New York from the threat of the attacks of super villains, the action of the city's rescue led by an Captain America and the other Avengers.

The writer takes this comic it is a special edition published by Marvel comics. Marvel is a comic book branding in America, and this comic also still trending topic all over the world. In this comic, there are many directive illocutionary acts found in the character's conversation. In general, this comic presents the story of the Avenger who save the city in New York. This comic has also been appointed as a film. Every adult, especially fans of action usually know about the story of Avenger, here is an example in the *Avengers Ft. Supernova and Hulk* comic:

Iron man : *Captain America, any sign of that energy anomaly?*

Captain : That's a negative Iron man. Nothing but clear skies

Source : Read.marvel.com/#/book/4395

There is a conversation between Ironman and Captain America by phone in Near Times Square, New York city. Iron Man wants to ask Captain America about the situation of New York city. Captain America tries to check the situation of the city because he feels something wrong occurs in the city. He found the negative energy from the Super Villain, which is called Zzzax. It will come and attack New York city.

The utterance of Iron man "*any sign of that energy anomaly?*" is categorized into directive illocutionary act with the types of request. Contextually, Ironman requests Captain America an information and to check the situation of the city by detecting the negative energy. In other words, Iron man as a speaker wants Captain America as a hearer to do something after he feels the negative energy surrounding that location in order to make the city safe.

1.2. Identification of the Problem

The problem of this study can be stated as follows:

1. What are the types of directive illocutionary act found in the Avengers Ft. Special Guest Nova and Totally Awesome Hulk comic.

1.3. Object of the study

The objectives of this study are to answer the research question above that can be described as follows: To find the types of directive illocutionary act used in the Avengers Ft. Special Guest Nova and Totally Awesome Hulk comic.

1.4. Scope of the Study

This study analyzed directive Illocutionary Acts which are found in *Avenger Featuring Special Guest – Stars Nova and Totally Awesome Hulk* comic. The writer also pays the attention on the context of the utterance. In this analysis, the writer uses theory proposed by Leech (1983, p. 217). Then, the writer investigates the types of directive illocutionary act that occur in the data.

1.5. Method of the Research

In doing the research activity, the author applied some steps as recommended by Sudaryanto (1993, p. 5). According to Sudaryanto (1993, p. 5), there are three main steps in conducting the research, that is collecting data, analyzing data and presenting the result of analysis.

1.4.1 Collecting Data

In collecting data, the writer applied observational method and non-participant technique (Sudaryanto, 1993, p. 134). In this case, the writer did not involve in the conversation which is presented in the *Avenger Featuring Special Guest - Stars Nova*

and *Totally Awesome Hulk* comic, but only collect the data and begin to analyze them. The data in this research were collected from Marvels Custom Edition comic with a selection of the best comic entitled *Avenger Featuring Special Guest – Stars Nova and Totally Awesome Hulk* which was written by Brandon Montclare. This comic is the best comic from America. It has been published by published as a One-Shot by Marvel Worldwild at November 1, 2016 in USA. Since the data were taken from comic which was commonly combined with text and images, so data were the utterances containing the directive illocutionary acts and also the supporting pictures reflecting the context of the utterances. The writer took the data from Marvels comic because this is the popular comic by all ages, and a highly specialized the author of this comic using many directive illocutionary acts.

In collecting data, the writer read the stories for several times in order to understand what the story and theme about. It means, the writer didn't involves in the conversation. Then, the writer took some notes and identified the utterances which consist of directive illocutionary acts in the comic. Finally, the writer found 11 data utterances containing directive illocutionary acts.

1.4.2 Analyzing Data

In analyzing the data, the writer applied pragmatic identity method (Sudaryanto, 1993, p. 15). Pragmatic identity method is a method of analyzing the data that needs elements called context. In this research the context refers to the pictures in comic. The context guided the reader to comprehend the function itself and each datum will be categorized into the types of directive illocutionary act.

1.4.3 Presenting the Result of Analysis.

The last step is presenting the result of the analysis. In this step, the research presents to result of the analysis as proposed by Sudaryanto (1993, p. 145), they are by using informal and formal method. Formal method is used by using table for the recapitulation of findings. The informal method means presenting the finding by giving some explanations based on the analysis of the data.

