

CHAPTER I

INTRODUCTION

A. Background of the Research

The language is an ability to be had by a human for communication with other human to use the sign, for instance word and gesture. But the language does not only involve writing even oral but it is also in picture form. The language is the one of important media for communication and sharing among individual, individual with group and group with group.

There are many languages in this world. It depends on in a dynamic change which possible to happen between the language and dialect suddenly. Naturally, the language is splitted into two parts, they are speaking and sign language but every language can be encoded in the second media to use the audio stimulation, visual or tactile, for example: writting, graphic, braille or whistling. This thing can happen because of human language's character is independent to modalities.

In discussion about the language, the language could not be avoided from the language's knowledge. It is called linguistics. The linguistics is the knowledge to study the language sciencificly. It also depends on the perspective and a researcher approach. The linguistics is also classified into cognitive knowledge, psychological and antropological.

In the research, there are three aspects of language's research to involve the language's form, language's meaning and language's context. The earliest

activity of this language's research is called in the language's description that have been related with Penimi as pioneer which he writes a book about the sanskrit language in ashtadhyayi around 600 BC (Horn, 1984, p. 2).

The language could be understood as an instruction between sound and meaning. The knowledge study about sound is called phonetics. It actually relates with the trait from speech even non – speech and how they are produced and felt. The study about the meaning in a language relates with how the language to use the logical and referencial in the real world to deliver a processing and keeping the meaning for managing and finishing the ambiguity. In this matter, it is called semantics. Then, the knowledge that discusses the language's context is called pragmatics.

Pragmatics is the branch of linguistics that studying about the relation between the context of our language and the meaning of speech. The context of our language or it is called the context is elements outside of speech to influence the speech meaning. The meaning could not be just seen from the form and the meaning, but it is also from the place and the time when the speech is spoken, who involved in the event, purpose, the speech form, the way of delivery, the instrument of speech, the norms and genre. In the pragmatics the learning about speech act, implicature, interaction of communication and the external factors of conversation, for example deixis.

As the discipline of knowledge, pragmatics is also as sources in some knowledges, such as language philosophy which studies the language from perspective of a speech is spoken, sociolinguistics which studies about the

language from the perspective, purpose and situation of using it in the society, anthropology which studies the language from perspective of origin a language is used, the language's ethnography which studies about the language from the perspective of speaker's culture and linguistics which studies about the language from perspective of the language's structure that used in the communication.

In study about the pragmatics, the kind of language has the language variation which always adapts with the context and condition. There are some factors to influence the variation of language, like as geographical factors which studies about the location use that language, the society factors which studies about who uses the language and how the background of society uses that language, the language situation factors which studies about the language's speaker situation, place where the language is used and the theme is being talked about it and the time factors which studies about the duration of time the language is used. These factors are as supports for the language variation of pragmatics. It is also parted again to be some classification.

Using the language based on the language variety and the factors involved in pragmatics which influence the extern factors of speech to be the one it is called deixis. A word contains a trait "deixis" is a word has a referent the replacing and inconsistent. That word is also influenced by what become its determiner and where the place and time happen. For example : *I, here* and *now*. Those words have a traitful as "deixis", caused by the elements at those words to contain the meaning to be influenced by pronominal trait at a that

word. Those words can also change if the speaker also speaks differently and it is also so with its time and place.

Deixis gets to be defined as relation between the language and context which takes an important role in the sub study of pragmatics because pragmatics is a knowledge which having a focus and concern to the context at a text or conversation. Essentially, deixis appears to be caused by the factor called as context of utterance or speech event. This context of utterance (speech event) happens caused by interpretation of partner to be a reader, listener or cover speaker.

In our daily activity, sometimes finding a notice in the streets, departement stores, school, airport, restaurant and others. For example, “*Do not smoke here.*” That notice frequently seeing in a departement store or restaurant to ask the costumers or visitors to not smoke in his area. In that notice, there is a lexical “here” which this lexical is the one of lexical to have a trait as deixis. And the word “here” represents a place or area to be become a that forbidden object for such in the kitchen, in the changing room, at the cashier place, shelves or something like that. This is to emphasize that exactly forbidden is applicable in that room.

Historically, the term “deixis” is taken from the Greek word “deiktikos” to mean “show directly”. In english, it is called “*deictic*” to be used as the term “approval directly” and it is reversed from the word “*enclinc*” to be meant as “approval undirectly” (it is used after Aristoteles era). In linguistic nowadays, that word is used to draw the function of person pronoun, demonstrative

pronoun, the function of time and sort of other grammatical to link the utterance with the relation of time and spatial in the action of utterance. In historical journey, the using of *deiktikos* is used by grammar of Greek in understanding nowadays which called as demonstrative pronoun, Grammar of roman (states the basic of appearing traditional grammar in the west world) uses latin word *demonstrativus* to translate the word “*deiktikos*” (Purwo, 1984, p. 1).

In arrangement of deixis in every language has a different element. There are 2 arrangement's element of construction in deixis, namely proximal and distal. Proximal is the term in english which it is used for if the object is near of speaker whereas distal is the term to be used for the object is far from speaker. In this case, lexicals become the determiner as a proximal or distal; it also can be known through its trait. For example: that, there and he, has a word to have a trait far from speaker which caused the speaker must point the object or the object is not arounded the speaker, so that it is categoried as distal. Meanwhile, the words such *this, here and now*, is the word near the speaker that caused the speaker does not need to point the object or the object is arounded the speaker. Then, it is categoried as proximal. In some languages, the arrangement's element of deixis is divided into 3 forms, like in japanese and betawi language. In japanese, there is the lexical “*kore*” to be stated that the object is arounded the speaker, whereas the lexical “*sore*” to be stated that the object is far from the speaker. The last, the lexical “*are*” is a term which used for pointing the object is far from speaker and partner. The phenomenon in Japanese has a same case with the betawi language. In the betawi language,

there is the lexical “*eni*” used for pointing the object is near from speaker. There is also the lexical “*entu*” which used to point the object is far from speaker. The last, in betawi language there is also the lexical “*eno*” which used for pointing the object is far from speaker and partner.

To make a classification functionally, the deixis is parted to be some branches that suited with the language of speaker. In English, there are 5 kinds of deixis, namely person deixis, place deixis, time deixis, discourse deixis and social deixis. These subs of deixis will determine the direct of sentence contextually.

Frequently in our daily activity, saying the word, like *i, you, we and they* in the text form nor conversation form that usually calling pronoun. That pronoun is a content from the one of the branches of deixis namely person deixis. Person deixis is the deixis to have a trait to point to the object of living creature or dead creature. In this person deixis is also parted to be 3 categories, they are: first pronoun, second pronoun and third pronoun. They have same function as point to living or dead object. In English, there are 7 pronouns and those pronouns are parted to be 3 categories. Frequently, in the first pronoun the finding the word “*i*” for the pronoun to have a trait single and “*we*” is used for the word to have a trait plural. In the second pronoun, the finding and using the word “*you*” is used for stating single nor plural too. And the third pronoun, like as “*he, she, it or they*” also has the different pronoun function with first pronoun nor second pronoun. The pronoun “*he*” is used for stating the single form for male, the pronoun “*she*” is used for stating the single form for female,

the pronoun “*it*” is used for stating the single form for another human. The last, the pronoun “*they*” is used for stating the plural form.

In a text and conversation, frequently the finding a case in using a lexical to state a place, like *there and here* and in the using of deixis states a place, the usage of deixis *this and that* include is also in stating a place. In this kind of deixis is very influenced by a system which it is named proximal – distal system. This system points a position a case in a text or conversation that can be near of speaker or far of speaker or far of speaker and partner. For example: *What the wheather is there good? That sentence has a directive form asking about the wheather in the area that far from speaker. That thing gets to be known in the usage of laxical “there” which that lexical has a trait distal and far from the view of speaker.*

In some cases, frequently, the using in our daily activity the lexicals to have a content of time, like as tomorrow, yesterday, today and now. Those lexicals are the lexical to have the absolute form to state the time. The lexical contains the time influenced by measure system which has a trait to give an interval in the usage of number. The sentence like as *everyday i go to school, yesterday i did my homework and now let's go*, are some sentences to be influenced by measure system so as it appears as a sentence to have an element of time deixis.

There is no special benchmark lexically about anaphora or cataphora. The usage of anaphora and cataphora that seeing in the newspaper, megazine, comic, novel or a sort of it. Is also applicable in the discourse deixis. This kind

of deixis only makes a benchmark anaphora and cataphora as a central in the forming of deixis. For example: *John goes to school and he rides a bike to there.* There is lexical “*he*” above that text. But, the lexical “*he*” is used, it is not the deixis to have a trait as persona deixis. Except for it has a trait as discourse. That thing is caused by the lexical “*he*” represents John that goes to school and becomes a reason that in that discourse to be categorized as discourse deixis.

There is also the kind of deixis to be influenced by the status of partner. In French, this deixis is very easy to be known because there are 2 pronouns to determine whether it is a social deixis or not. System in the usage for knowing that statement to include social deixis or not. It is called with T/V system or Tu/Vous system. Yet, in English, that item is not used. The recognizing if it includes the social deixis or not. It can be looked through the way person to call his partner or it is called referent honorific. The usage of lexicals, like as *madam, sir, mr or a sort of it* is a benchmark that those lexicals are social deixis.

In the study of pragmatics in sub deixis, sometimes the students do not realize about the position of deixis which basically those deixises are determined by a lexical to be called “central deixis”. Deixis central is the important thing in a sentence to have a trait deixis, it is caused this central deixis will be the main appearing a sentence to have a trait deixis. For example: *Yesterday, I saw you.* Based on that statement, the knowing that there are 3 lexicals to contain the deixis, namely: the lexical refers to the time “*yesterday*” and the lexical

“I” and “you” as pronoun which they are called person deixis basically. Meanwhile, in one sentence it only has one kind of deixis. It is caused a system to have a trait complex in the determining a pronoun to have a trait demonstrative and more dominance in that sentence. From above sentence, known the context that having role of prominent in that context that sentence more prominent or dominant in giving information of the subject, object or the time. In that sentence, knowing that the lexical *“yesterday”* to be the lexical to have a dominant trait because of giving information about the action is done by subject. Based on the case that the lexical *“yesterday”* is central deixis.

In this research, researcher uses a comic as research object which research object will peel the kind of deixis in English based on the function of language and context of utterance. The comic used in this research is the one of famous comic in the world and this comic is written by Herge who is the famous comic writer from Belgium. The comic that will be studied from his creation is Tintin comic with a title *The King Ottokar's Sceptre*. Tintin comic: *The King Ottokar's Sceptre* is also called TTKOS is one of comic Herge's opus that very famous. This comic is history's stump in international comic world. The dialogues in TTKOS contains the deixes. Besides that, the picture presented in the comic helps to understand the references of the dexes. The speech in this comic is told very deep with view the slapstick humour to comment about the politics and culture at that country. TTKOS tells Tintin goes to East Europe to disassemble the mystery of seeker Ottokar's sceptre, which is a

testament sceptre for Syldavia King. This comic has been translated in the 40 languages includes Bahasa.

B. Questions and Scope of the Research

1. Question of the Research

In a adapting of research happens, the researcher must have a pattern of questions about objects which is searched, as follows:

- a. What form does social deixis exist in Tintin: *The King Ottokars Sceptre*?
- b. What function does social deixis genre have in the comic?
- c. What kinds of genre that exist mostly in the comic?

2. Scope of the Research

The writer just focuses on the social deixes as the main discussion from the knowledge of pragmatics. The writer tries to find those forms of social deixes contextually and find those genres of the social deixes. In this research, the books which the writer used are: 1. Levinson (1983) 2. Yule (1996) 3. Cummings (2007) 4. Purwo (1984). By classifying and analyzing those social deixes contextually, understanding about the forms, the genres and the meaning of the social deixes pragmatically.

C. Objectives and Significance of the Research

1. Objectives of the Research

From the previous description it can be concluded from the formulation of the writing problem, this paper has the purpose, such as finding out the social deixes in the *Tintin* Comics, knowing what and why are those deixes named for social deixes in the Comics, finding out what kinds of the social deixes that mostly exist.

2. Significance of the Research

This paper is expected to be easily understood by the wider community, both schools, campuses and practitioners. Not just it, this research also has a meaning:

a. For Writer

Beside as the final paper in the collage, the writer expects that this research will be very significance useful for all campus in Indonesia and especially in STBA – JIA Bekasi. Hence, this research explains about the using of social deixis which is frequently used in the wider society. The researcher also expects that the reader can understand about the using of social deixis.

b. For Reader

The researcher expects that this reserach can be understood and applicated by all reader. Hance, in the manner of readers they can be understood and applicated this topic. The reader can increase the moral values and attitude in the communication.

D. Operational Definitions

From the description that the author explains in the background of the research, the writer gets an understanding that has continuity with the title that the author discusses in this thesis. The author tries to explain the definition of operation based on literature review, as follows:

1. Pragmatics

Pragmatics is the sub of linguistics which it studies a knowledge about meaning in context or meaning in use.

2. Context

Context is a condition of event which it is happening and being involved with the spatial and place.

3. Deixis

Deixis is the technician term that the reference is not consistent which it relates the phenomenon between the language and context. And deixis is split to be 5 form, viz personal deixis, place deixis, time deixis, discourse deixis and social deixis.

4. Social Deixis

Social deixis is the sub of deixis form which this kind refers to identity, caste or status of speaker even respondent.

5. Function of language

Function of language is the sub of semantics which it discusses about the function every sentence which it is categorized to be 5 kinds, viz

referencial, expressive, directive, aesthetic or phatic that it is said by the speaker or respondent.

6. Comic

A literature is used for making an expression of writer's ideas through the picture is combined with a text in the baloon form.

E. Systematicazions of the Research

Chapter I Introduction explains about the background of the research, questions and scopes of the research, objective and significance of the research, operational defintion and systematication of the research.

Chapter II Theoretical Description defines about pragmatics, context, deixis, function of language and comic.

Chapter III Methodology Research tells about methodology or system will be used in this research. in this chapter, the research will explain about method of research, procedure of the research, technique of the data collection, technique of the data analysis and source of the primary and secondary data.

Chapter IV Research Findings and Discussions discusses about data description, data analysis and interpretation of the research findings.

Chapter V Conclusion and Suggestion drafts about conclusion and suggestion.