CHAPTER I

INTRODUCTION

A. Background of The Research

The main character of SpongeBob SquarePants is SpongeBob. SpongeBob was a yellow anthropomorphized sponge, usually wearing brown trousers, a white collared shirt, and a red tie. He lived in a pineapple house and was hired as a fry chef at a fast-food restaurant called Krusty Krab. Followed by his neighbor and best friend Patrick Star, Patrick was a pink starfish that lived under a rock and wore a floral swimsuit. Squidward was a giant turquoise Pacific octopus with a large nose that worked as a cashier at Krusty Krab.

Utterance is undeniably taking a massive role in our daily life as a social being. Without utterance, we cannot communicate to other people because it is the most practical way of communicating to each other. Communication brings people together, closer to each other. It bridges the gap between individuals and groups through flow of information and understanding between them.

The writer gives one sample of the above data objects, taken from *SpongeBob SquarePants* episode entitled "*The Masterpiece*" from season 7:

- *"fire her up."*

Based on the dialogue above, the context of the conversation above explained about Mr. Krabs and SpongeBob was doing some preparations before opening the Krusty Krab. This conversation took time and place in the morning at the Krusty Krab's kitchen. There were Mr. Krabs and SpongeBob as the

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participant of this conversation. Mr. Krabs ordered SpongeBob to start operating the grill in order to be able to serve Krabby Patties for the customer. In SpongeBob cartoon, Mr. Krabs is an owner of the Krusty Krab restaurant and SpongeBob is his employee this means Mr. Krabs is SpongeBob's boss. Regarding *"fire her up"*, the context of the utterance explains that Mr. Krabs ordered SpongeBob to start up the grill. This shows that the intention of Mr. Krabs saying *"fire her up"* is to make SpongeBob do some action to start up the grill itself. Searle (1979) in his view of directives illocutionary act explained the main point of the directives illocutionary act is when a speaker uttered something with an intention to make hearer do something as he or she wish. The directives verbs are: **ask**, **order**, **command**, **request**, **beg**, **plead**, **pray**, **entreat**, **invite**, **permit**, and **advise** (pp. 13-14). This utterance indicates that Mr. Krabs as the speaker wants SpongeBob as the hearer to do something for him, which is to start up the grill. Therefore, this utterance can be classified into **directive** illocutionary act in the form of **commanding**.

Speech act is an utterance defined in terms of a speaker's intention and the effect it has on a listener. Essentially, it is the action that the speaker hopes to provoke in his or her audience. Speech acts might be requests, warnings, promises, apologies, greetings, or any number of declarations. "Speech act is an action that the speaker does while speaking: thanking, greeting, inviting, making a request, giving an order, etc. The act of direct speaking is the act of taking the literal meaning of speech. Indirect speech is an action performed by implication" Tannen in Krueger (2018, p. 179).

As a linguist, we already know what locutionary, illocutionary, and perlocutionary acts means. Locutionary acts are the act of performing words into utterances that make sense in a language with correct grammar and pronunciation. Meanwhile illocutionary acts are acts which are internal to the locutionary act, in the sense that, if the contextual conditions are appropriate, once the locutionary act has been performed, so has the illocutionary act.

Searle (1976) distinguished between five main types of illocutionary acts depending on their communicative functions. The first is representative, representatives commit the speaker to something's being the case, to the truth of the expressed content, for instance: *assert, claim, report, state, inform,* and conclude. Second is directive, directives are attempts by the speaker to get the hearer to do something, for instance: ask, order, command, request, beg, plead, pray, invite, and advise. The third is commissive, commissive commit the speaker to some future course of action, for instance: promise, offer, threaten, pledge, guarantee, and refuse. Next is expressive, expressives convey the speaker's psychological attitude toward a state of affairs, for instance: thank, congratulate, apologize, condole, deplore, and welcome. And the last is declarative, declarations bring about an immediate correspondence between the expressed content and reality, for instance: excommunicate, nominate, dismiss, christen, and sentence.

Pragmatics is a branch of linguistics that studies the relationship between the context of language and external speech through the use of the situation in

which it is spoken. Pragmatics is a part of semiotics. The principles in pragmatics include a synthesis between study, intent, and speech. Pragmatics is involved with the ones components of which means that rely upon or derive from the manner wherein the phrases and sentences are used. Yule (1996) defined pragmatic as "Pragmatics is the study of the meaning of the speaker and also the study of how people understand and produce a communicative action in a particular situation in conversational analysis."

In English Literature, students have been taught that linguistic is the systematic study of the structure and development of human language, and it applies to all aspects of human activity. Linguistics focuses on theories of language structure, variation, and use, description and documentation of contemporary languages, and the implications of language theories for understanding the mind. mind and brain, human culture, social behavior and language learning and teaching.

SpongeBob SquarePants (or simply SpongeBob) is an American animated comedy television series created by marine science educator and animator Stephen Hillenburg for Nickelodeon. It chronicles the adventures of SpongeBob and his underwater friends in the fictional underwater city of Bikini Bottom. Since its launch, SpongeBob SquarePants has been critically acclaimed and noted for its appeal to different age groups. This cartoon also received various award nominations, including 17 Annie Awards (with six wins), 17 Golden Reel Awards (with eight wins), 16 Emmy Awards (with two wins), 22 Kids' Choice Awards, (with 21 wins), five BAFTA Children's Awards (with two

wins), three Television Critics Association Awards (with one win), and two Producers Guild of America Awards.

From those all explanations and samples of the above data, the writer chooses the title of the thesis: *An Analysis of Illocutionary Acts in SpongeBob SquarePants Season 7* which is expected that the benefits can be received both for the writer himself and in the field of the language in general.

B. Question and Scope of the Research

1. Question of the Research

Based on the formulation of the problem above, the following problems arise:

a. What is the aim of the speaker in saying those utterances in the dialogues?

b. What types of illocutionary are those dialogues?

2. Scopes of Research

The researcher will focus on the sentence which consists in the dialogue of SpongeBob SquarePants, identifying the speaker's aim then the researcher will analyze the types of illocutionary acts based on the cartoon. The researcher applies Searle (1979) as the ground theory of this research "We tell people how things are (representatives), we try to get them to do things (directives), we commit ourselves to doing things (commissives), we express our feelings and attitudes (expressives), and we bring about changes in the world through our utterances (declarations).

C. Objectives of The Research

1. Objectives of the Research

a. To figure out the aim of the speaker in saying those utterances.

b. To figure out what types of those illocutionary acts in the dialogues.

2. Significance of the Research

The purpose of this research is to benefit the writer. The writer will get many advantages such as knowledge about pragmatics & speech acts. This research also believed to contribute to the learners who are interested in pragmatics & speech acts especially for STBA JIA students. Moreover, the writer hopes that this research can help many students to get better understanding about the illocutionary act.

D. Operational Definition

The author will be explaining the definition of some terms that the writer used in this research, through the following:

1. Pragmatics

Pragmatics is a study of language use those aspects of meaning in context communication by speaker and interpreted by listener in action and interaction.

2. Speech Act

Speech acts occurs because of communication through speech and produce an action expected by the speaker.

3. Illocutionary Act

Illocutionary acts pragmatically is a branch of speech act focusing to do something with the intention conveyed by the speaker.

4. Context

Context is the situation, place, and time and the participants surround utterance.

5. Cartoon

A motion picture using animation techniques to photograph a sequence of drawings rather than real people or objects.

6. *Spongebob Squarepants* Cartoon

SpongeBob SquarePants (born July 14, 1986) is the main character of the animated series of the same name. He was designed by the former marine biologist, Stephen Hillenburg. SpongeBob on Bob the Sponge is a character Hillenburg created for his educational book "The Intertidal Zone" in the late 1980s.

E. Systematization of the Research

The systematic of the paper means to present the paper in well-edited composition. This paper is divided into five chapters as follows:

Chapter I Introduction explains about the background of the research, question and scope of the research, objective of the research, operational definition, and systematization of the research.

Chapter II Theoretical Description about consists of some theories taken from many references to support the research such as the definition of language, pragmatics, speech acts, and the types of speech acts.

Chapter III Method of the Research explicates about method of the research, procedure of the research, technique of the data collection, technique of the data analysis, and data source.

Chapter IV data analyses give information about data description, data analysis, and data interpretation.

Chapter V gives the conclusion from all chapters and some suggestions relating to the result of the research.