



CHAPTER I

INTRODUCTION

I.1. Background of the Study

We can find a number of readings in our daily life, such as magazine, tabloid, novel, and newspaper. In newspaper, we can find many kinds of columns such as news, articles, advertisements, opinions, etc. that are presented in various forms. One of those forms is caricature, which is mostly found in the opinion column. Most readers usually consider a caricature as a kind of interlude that entertains them through its funny pictures and words. Nevertheless, if we want to observe a caricature more carefully, they contain messages conveyed by the caricaturist.

Moreover, we have to know first about the meaning of caricature itself. Caricature is a picture or description of a person that emphasizes certain features to cause amusement or ridicule (Manser, 1991:57). In the field of arts, likewise Yustiniadi says that caricature is a name of a picture whose actual meaning represents a certain object, which is usually a person or a figure; in some ways it makes the character of the figure become “funny”, “odd”, and sometimes “over-reacted” (1996:69). Schwartz (1997) in his article “The Subtle of Truth of Caricature” defines caricature as descriptive writing, which gives an exaggerated or distorted picture of a character by emphasizing certain personal qualities to produce ridiculous effect. After observing caricatures, especially caricatures in



Sketsa di Tanah Merdeka, the writer was stimulated to analyze and make a study of it.

The caricature creator or caricaturist intentionally creates not only humorous but also cynical effect through funny pictures and words in order to include his or her purpose to criticize a situation and at the same time to entertain the reader.

A caricature mostly criticizes political and social conditions that become current issues at certain time. Therefore, a caricature certainly cannot be impartial. Its honesty in describing situation tends to defend the people who suffer because of a bad situation or condition, and criticizes more those who cause or take advantage of the situation. So, a caricature obviously plays an important role in influencing public opinion. Therefore, a caricature is put in the opinion column in a newspaper, where its subjectivity offers a social control toward social and political conditions. We can also say that a caricature is a visualization of a situation or a public figure made by the media.

A caricature can be considered as a text. Cook (Cited in Sobur, 2001:56) defines text as all forms of language, not only words which are printed on a paper, but also all kinds of communication expression, utterance, music, picture, sound effect, image, etc. Then, a caricature can be analyzed wholly, both its written text and pictures.

Written text presented in a caricature serves as an explanation and even allusion toward the object described. A Caricaturist has his/her own way or style in making this text which might be different from the others in order to be



humorous and have cynical effects. The style of the written text can be analyzed linguistically through a study which is called stylistics. According to Crystal and Davy, style is an analysis of language habit to identify the use of linguistic features, to explain why these features have been used and to categorize them (1969: 10).

Moreover, the picture in a caricature can be analyzed through the study of rhetorics. Aristotle (Cited in van Dijk, 1993: 157) stated that rhetorics is the ability to see, in any given case, the available means of persuasion. In this case the graphic element represented by the picture becomes a means to persuade the reader's opinion and results in ridiculous and cynical effects. Sobur stated that one of rhetoric strategies is expression, as stated in the following quotation:

Expression is intended to help to perform or disappear part of the text conveyed. This element becomes a tool to examine what is being emphasized (considered important) by someone, which can be seen from the text. In written text, this expression can be represented in a form of graphic, picture, photo, raster, or table to support the idea or other part that doesn't want to be performed (2001: 84).

The effects and the message of a caricature makes the writer interested in putting caricature as the object of her study, because she wants to know more about the message carried by it. Along with the stylistic features and the rhetorical figures that appear in a written text and in a picture of caricature, the writer attempts to find out the message of caricature.

In finding out the message of caricature, we have to know the context, in this case social and political contexts. The readers must have social and political references in order to be able to get the message conveyed by the caricaturist.



Therefore, the writer also uses situational context in order to guide the readers to get the message of the caricature.

The caricature that is going to be analyzed is the caricatures from *Bernas* daily newspaper created by Kuss Indarto. Those caricatures were published around the year of 1992-1998. They give us description about the situation in the New Order Era (*Orde Baru*) and the beginning of Reformation Era. For that reason, the writer has chosen to analyze the caricatures that indicates political conditions. The second reason is because they have already been compiled in the form of a book entitled *Sketsa di Tanah Mer(d)eka*, which makes the writer easy to collect the data.

I.2. Statement of the Problem

Based on the background of the study, the writer would like to present the following problems:

1. What are the stylistic features presented in written texts in the caricatures of *Sketsa di Tanah Merdeka*?
2. What are the rhetorical figures represented by the pictures in the caricatures of *Sketsa di Tanah Merdeka*?
3. What are the situational contexts of the caricatures in *Sketsa di Tanah Merdeka*?



I.3. Objective of the Study

Based on the statement of the problem, the writer is going to find out:

1. the stylistic features presented in written texts in the caricatures of *Sketsa di Tanah Merdeka*,
2. the rhetorical figures represented by the pictures in the caricatures of *Sketsa di Tanah Merdeka*, and
3. the situational contexts of the caricatures in *Sketsa di Tanah Merdeka*.

I.4. Significance of the Study

This study is expected to give a meaningful contribution to the linguistic study, especially that of discourse analysis. In this case, analyzing the discourse of caricature through the study of stylistics and rhetorics may enrich the study of discourse analysis. Therefore, it is expected to provide useful information for the English Department students who are interested in studying and analyzing language use in caricature. Hopefully, this study could increase the readers' interests and give a little attention about the use of caricature in printed media.



I.5. Scope and Limitation

A great number of topics can be studied about caricature. However the writer concentrates on:

1. the study of stylistic features, rhetorical figures and situational context in order to get the message of the caricature,
2. political theme of caricatures presented in *Sketsa di Tanah Merdeka* caricatures.

I.6. Theoretical Framework

This study is based on several supporting theories concerning stylistics, rhetorics, and situational context.

According to Lyons, stylistics is the study of style. Style is used to refer to the kind of systemic variation in text that covered by such terms as 'formal', 'colloquial', 'pedantic', etc. (1979:613-14). This study uses Keraf's theory of variation of style or style features. The theory says that there are four kinds of style in language, they are styles based on diction, style based on tone, style based on sentence structure, and style based on meaning. However, style based on tone is not going to be used in this study since the discourse of caricature has no tone in it.

Rhetorics is also used in this study and it is based on an article written by Dormann (1996) entitled *Rhetorics and Visualisation*. In this article, she explains about the rhetorical figures used in design. While according to Aristotle (Cited in Dijk, 1993: 157), rhetorics is the ability to see, in any given case, the available



means of persuasion. Dorman (1996) suggests that rhetorics is concerned with the modification of the viewer's conception and attitude toward the object of communication, and its study has provided tools (i.e. rhetorical figures). Rhetorical figures can help to set the mood, enhance information, or orient the viewer to the context of the information. In this context, the rhetorical figures are the pictures in the caricatures.

Situational context used in this study is obtained from Halliday's theory. Halliday in 1985 (Cited in Dijk, 1993) found that there is interaction between text and context (social condition) based on three concepts: Field of Discourse, Tenor of Discourse, and Mode of Discourse (238). His theory is actually the result of reworking schema of Firth's situational context. Concerning the situational context, Firth (1957) remarked:

Logicians are apt to think of words and propositions as having 'meaning' somehow in themselves, apart from participants in context of situation. Speakers and listeners do not seem to be necessary. I suggest that voices shouldn't be entirely dissociated from the social context in which they function and that therefore all texts in modern spoken languages should be regarded as having the implication of utterance', and be referred to typical participants in some generalized context of situation (Cited in Brown and Yule, 1983:37).



I.7. Method of the Study

The method used in this study is *qualitative*. According to Dabbs in 1982 (quoted in Berg, 1989:56), *Qualitative* refers to the meanings, concepts, definitions, characteristics, metaphor, symbols, and description of things. Here, the writer uses the qualitative method to describe messages conveyed in caricatures through stylistic features and rhetorical figures.

I.7.1. Definition of Key Terms

- Discourse analysis** : the analysis of language in use for communication.
- Style** : variation used in any kind of discourse, either writing or speaking in order to be different with another.
- Stylistics** : the study of style used in any kind of text.
- Stylistic features** : a number of style features that appear in written text, such as *conversational, parallelism, assonance, irony, etc.*
- Rhetorics** : the art of using words impressively in speech and writing in order to maintain certain effect.
- Rhetorical figures** : such figures as *hyperbole, visual pun, etc.* that is represented by picture.
- Caricature** : a picture or description of a person that emphasizes certain features to cause amusing and ridiculous effects.



Text : all forms of language, not only written or printed words but also all forms of communication, utterance, music, picture, sound, etc.

I.7.2. Population

The population is caricatures from *Bernas* daily newspaper which are compiled in a book titled *Sketsa di Tanah Merdeka*. In *Sketsa di Tanah Merdeka*, each of the caricatures is presented inside a box line along with an illustration below it. There is also a date record of the caricature making along with the name of the caricaturist at the corner of the box line. The writer chose caricatures because they have cynical and ridiculous effects, especially when they criticize current situation or a certain public figure.

I.7.3. Sampling

Since the number of the population is too large, the writer takes a sample. The purposive sampling is used because the writer has a set of criteria in choosing a sample, that is caricatures that contain written text and have political theme. The number of the caricatures that are going to be analyzed is 18.

The caricatures are taken from the caricatures compiled in a book entitled *Sketsa di Tanah Merdeka*, which was published in Yogyakarta. The book contains the caricatures from *Bernas* daily newspaper, from the years of 1992-1997.



I.7.4. Technique of Data Collection

In collecting the data, the writer read the caricatures in *Sketsa di Tanah Merdeka* as the first step. Since there are six parts of theme in *Sketsa di Tanah Merdeka*, in the second step, the writer selected only the caricatures that are in political field, in which those are included in the first part entitled *Politik, Kekuasaan dan Demokratisasi* (Politics, Power and Democratization). Those caricatures should also have written texts because those, which have no written texts cannot be analyzed. Shortly, the procedures in collecting the data are:

1. reading the caricatures in *Sketsa di Tanah Merdeka*,
2. selecting the caricatures which have political theme and written texts

I.7.5. Technique of Data Analysis

After collecting and selecting the data, the writer analyzed the data. In this analysis, the writer observed the caricature one by one by using stylistic features by Keraf, rhetorical figures by Dorman, and situational context by Halliday.

First, the writer identified the stylistic features appearing in a written text of each of the caricature. Second, the writer identified the rhetorical figures appearing in a picture of each of the caricature. Third, the writer examined each caricature by using Halliday's situational context that consists of three concepts: Field of discourse, Tenor of discourse, and Mode of discourse. Since the field of the caricatures is politics, the writer did not mention the political field that appears in all of the caricatures. Fourth, the writer put the findings of the analysis in tables



and finally the writer drew a conclusion. To sum up, the procedures of the data analysis are:

1. Identifying the stylistic features appeared in a written text of the caricature,
2. Identifying the rhetorical figures appeared in a picture in the caricature,
3. Examining each caricature according to the Halliday's situational context: Field of Discourse, Tenor of Discourse, and Mode of Discourse,
4. Putting the findings in tables.
5. Making conclusion.

I.8. Organization of the Paper

This paper consists of four chapters. The first chapter is Introduction, which contains eight sub-chapters, they are Background of the Study, Statement of the Problem, Objective of the Study, Significance of the Study, Scope and Limitation, Theoretical Framework, Method of the Study, and Organization of the Paper. The second chapter is Review of Related Literature. The third chapter is Data Analysis and Findings. The last chapter is Conclusion.

CHAPTER II

LITERATURE REVIEW