

CHAPTER I

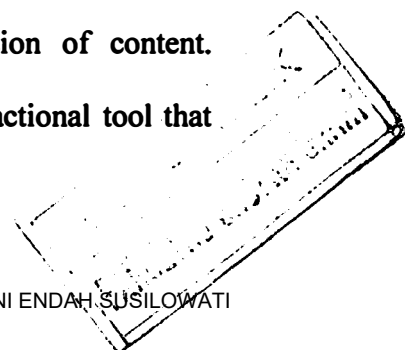
INTRODUCTION

1.1. Background of the Study

According to Halliday and Hasan (1985), language is the tool for talking, writing, and thinking. It is a multipurpose tool to impress or attract other people whom speaker speaks to. As language may play its main role (constitutive) or complement role (ancillary), man communicates principally through language. What is meant by language as an instance (a text) maybe visually and/or non-visually, in addition to the concept of medium. Hence, the question of text comes to us when it is already finished or written.

As language is admitted to be an information system, or more strictly a communication system, it will associate a message (the meaning) with a set of signs (the sounds of language or the symbols of the written text). (Lyon, 1981:5)

Further, although not all communication is linguistic, language is by far the most powerful and versatile medium of communication (Gumperz, 1982:219). Thus, the function of language can be categorized into two basic views based on its linguistic use. The first is transactional view and the second is interactional view. The transactional view admits that language is used to transmit or to communicate information including factual or propositional, in which language serves in the expression of content. Whereas, the second view is that language is used as interactional tool that



involves in social relations and personal attitudes (Brown & Yule, 1983: 1 – 5)

In any kind of language form, either written or spoken, people convey their intentional meaning or message to other people. They express their ideas, creative thought, feeling, or even protest against something or other people or organization. The ways they express their message vary in various media, including newspaper, magazine, books, movie, audio recording, and even stickers in various form and media.

Language used in stickers is an interesting linguistic phenomenon that attract linguistic analyst to do a deeper research on it. Stickers can be in form of handwriting or messages or pictures on a piece of paper, which can be stuck on things. Stickers currently are used for many purposes. In addition to decorative function, stickers are used as commercial tools or advertising function, social and political criticism tools. Currently, creating stickers is not only used to express idea or thought, in short for the sake of idealism, but it is also used as an economic tool to earn money. Therefore, sticker is multipurpose tool as expressing idealism, conveying message, and getting money as well.

Stickers contain many interesting linguistic aspects, such as language choice, language form, and even meaning either lexical or semantic. Furthermore, although the media on which stickers are written are various, the intention of making stickers is almost similar. Sticker is used to convey the maker's meaning or message. The message itself is the most interesting

part of studying stickers, since it will be very numerous. One who creates stickers has his own background and intention in producing them.

In creating stickers, the creators usually have their own backgrounds, ways, and intentions. Therefore, in understanding message conveyed by stickers, they must be seen as the whole text with their textual aspects and contexts in which they are created. The message here can be defined directly from the literal meaning of the stickers. Yet, it is customary, that in stickers the messages are conveyed through contextual meanings, in which messages are not clearly understood without understanding the context of the stickers themselves.

This study was focused on investigating messages conveyed by stickers. In this case the research was designed to find out the reference and implicature of stickers as text. Hence, the classification of stickers based on their various messages can be drawn. The writer is interested in investigating stickers because, in addition to stickers are used by various people to convey various messages.

1.2. Statement of the Problems

Based on the discussion above, the problems of the study are formulated as follows:

What messages are implied in stickers found in Yogyakarta?

1.3. Objectives of the Study

This study is designed to find out what messages are imply by stickers.

1.4. Significance of the Study

This study is expected to give some contribution to the study of Discourse Analysis especially to the study of text analysis, primary dealing with implicature. This study is also intended to contribute to the study of sociolinguistic in term of the language and social context.

1.5. Scope and Limitation

This study analyzes the messages conveyed on stickers. The stickers must be in form of written language (words) and/or images or pictures supported by written language.

Meanwhile, since the study is focused on analyzing messages based on text analysis, language structure or linguistic forms of stickers including grammar, syntax, and language choice are ignored. Hence, the analysis will be focused on analyzing textual meaning aspects, in this case the aspect of implicature. Thus, theory of implicature will be used.

However, contextual aspects are also used as supporting factor to analyze textual meaning of the stickers.

1.6. Theoretical Framework

This study mainly employs Grice' theory of implicature and inferential communication as the guide line to analyze the object of the study. According to Grice, communication is the expression of intentions. A communicator provides evidence of her intention to convey a certain meaning, which is inferred by the audience based on evidence provided. Furthermore, this study also uses Lawrence Horn's theory of implicature to support the use of Grice' theory of implicature.

In order to give deeper understanding and analyses of the object of the study, Sperber and Wilson's theory of Relevance which relates to human communication is also used. According to this theory, every utterance raises expectations of relevance of the hearer toward the speaker.

1.7. Method of the Study

This study describes stickers and their messages and then, explains the phenomenon descriptively. Hence, the study is categorized as a descriptive study which involves qualitative method, gathering data, looking for the data pattern, validating initial conclusion and then processing the data according to the theoretical baseline.

1.7.1. Definition of Key Terms

IMPLICATURE : A term used to explain what a speaker/writer, in this case sticker creator can imply, suggest,

- or mean. Yet it is not merely literary meaning
- STICKER** : Small piece of paper or other material (labeled with a picture or message on the front), which can be stuck on things
- MESSAGE** : Any statement conveyed through stickers which has intended meaning
- TEXT** : A verbal record of a communicative act
- CONTEXT** : Any immediate situation (linguistic, para linguistic, social) in which text is produced and presented.

1.7.2. Location of the Study

Yogyakarta is selected as the location of study due to several reasons. It has been nationally admitted that Yogyakarta is viewed as the centre of productive and creative sticker creators, such as Dagadu, etc. It becomes the main trendsetter in terms of graffiti and stickers business.

Secondly, Yogyakarta is known as a multi cultural city where people of different social, cultural, and educational background live together as a united community. Its heterogeneous social life may bring significant influences on the stickers produced there.

1.7.3. Object of the Study

The object of the study in this research is the message conveyed on stickers, in the form of written texts and/or images or pictures supported with written text. The stickers used, as the objects of the study are those found in Yogyakarta. In this case, stickers are considered as independent texts with all aspects attached to them.

1.7.4. Sampling

Due to the limited time and fund, the study could not be done to investigate the entire population of stickers in Yogyakarta. The stickers include bumper stickers, window stickers, good or product stickers, etc. The study uses purposive accidental sampling technique to define the object of the study, which are stickers in Yogyakarta, twenty nine stickers found during the process of data collection, that suited to the sampling requirement were taken as the object of the study. These stickers are considered adequate to represent the whole stickers in Yogyakarta because they were chosen in accordance with the following requirements:

- a. The stickers are found only in Yogyakarta, either produced and sold in Yogyakarta or produced in other cities but sold in Yogyakarta.

- b. The stickers are presented in written language and /or images supported by text, using any kind of language, linguistic forms, and structures.
- c. The stickers contain messages or showing some ideas or at least intentions. Hence, stickers that are merely creative handwritings without any message were not chosen as the sample of the study, for instance the name of music genre, music bands, company's name etc.

1.7.5. Technique of Data Collection

The data for the study were collected through several steps. Primarily, field observation was done to have preliminary data related to stickers in Yogyakarta.

Second, after having an illustration about the object of the study, the writer started to collect data by choosing and buying various kinds of stickers in several fancy shops. In addition, the writer also got the stickers from some friends or from public services.

Third, all the obtained data were then written down on data cards with supplemented notes containing any information dealing with the data such as the sticker producers, or any kind of related information, if any.

In short, the steps of collecting data for the study can be summarized as follows:

- a. **Doing preliminary field observation**
- b. **Collecting data**
- c. **Writing the data on data cards**

1.7.6. Technique of Data Analysis

After all the data were gathered, the writer analyzed them through several steps. The first step is re-writing all data in order to enable the researcher to identify the messages conveyed by stickers.

Then, the second step is classifying stickers based on the messages conveyed by the stickers neglecting their linguistic forms.

The third step is elaborating the messages intended to be conveyed by stickers, by defining their implicature aspects based on Grice's theory of Corporation Principle.

Finally, the findings are tabulated in a table, so the messages conveyed on stickers can be clearly known.

In short, the steps can be summarized as follows:

- a. **Identifying the messages found in the stickers**
- b. **Classifying data based on the messages, meanings and information conveyed by stickers.**
- c. **Interpreting the messages conveyed by stickers.**
- d. **Making a table**

CHAPTER 2

LITERATURE REVIEW