

CHAPTER I

INTRODUCTION

The introduction is the first part of the thesis. It describes the occurrence of an issue in the object. This problem presents a challenge for the researcher to investigate. This chapter consists of five parts. They are research background, statements of problem, research purposes, research significance, and definition of key terms.

1.1 Research Background

Webtoon, as an increasingly popular form of digital entertainment, has revolutionised the way people read and enjoy illustrated comics. Since its creation, webtoon has caught the attention of various groups, especially the younger generation who tend to spend time on mobile devices. The vertical format and interface designed to scroll from top to bottom make webtoons very convenient to access anytime and anywhere. Coupled with full-colour visuals, light animation, and optional audio elements, webtoons are able to deliver a more immersive and interactive reading experience compared to traditional printed comics. This not only enhances the appeal of webtoons as an entertainment medium but also opens up the potential for deeper analysis of the communication aspects of visual narratives.

In the context of linguistic analysis, webtoon offer an interesting field to study how language is used in interactions between characters, especially in the form of speech acts. Speech act theory, developed by philosophers of language such as J.L. Austin and John Searle, explains that every utterance serves not only to convey information but also to perform actions. In webtoon, dialogues between characters often contain various types of illocutionary acts, such as commands, requests, promises, or emotional expressions, which are reinforced by visual and audio elements. Therefore, studying speech acts in a webtoon can provide deep insights into how language and visual elements work together to create meaning and influence social interactions within the narrative.

According to Searle (1969:16) speaking language consists of speech acts, which include things like referring and predicating, as well as more abstract actions like making statements, giving orders, asking questions, and making promises. Furthermore, these acts are typically made possible by and carried out in compliance with certain rules for the use of linguistic elements. A speech act is a sentence or remark or an utterance which can be identified by the speaker's attempt to influence the listener. Speech acts are an inseparable part of people's life. Each day they produce speech acts in their communication, such as making statements, giving orders, asking questions, or making requests.

The speech act is about a person's ability to communicate and with the aim of transferring messages to listeners. The speech act extends not only to English but also to other languages such as Sundanese, Indonesian, and other languages. Furthermore, it can happen to children, teenagers, or adults. It is impossible to deny that the phenomena of speech acts occur in our daily lives. People may find it in their conversations, speech, social media, radio, talk shows, literature, movies, books such as comics and novels, and so on (Sari, 2020).

According to (Rosyidi et al., 2019) a speech act is a sentence or remark or an utterance which can be identified by the speaker's attempt to influence the listener. The sentences of speech acts in certain conditions can determine the meaning of the sentences. A speaker who would like to express and convey meaning or purpose of a sentence to his listener must apply it in the form of speech acts. The act of talking to be chosen depends on several factors. In conveying an intention in speech acts, it is necessary to consider the various possibilities of the using speech acts according to the speaker's position, the speech situation, and the possible structure in the language.

According to Austin (1962) speech act can be divided into three different acts; locutionary act, illocutionary act, and perlocutionary act. Locutionary act is approximately similar to uttering a specific utterance with a specific sense and reference, which is also approximately comparable to meaning in the conventional sense. Illocutionary acts are defined as the true meaning of the

speaker's statement. Perlocutionary act refers to the effects or consequences that an utterance has on the listener, including their thoughts, feelings, or actions. Unlike locutionary and illocutionary acts, which are more focused on the act of speaking and the speaker's intentions, perlocutionary acts are concerned with the response elicited in the listener.

Among the three types of speech acts (locutionary, illocutionary, and perlocutionary), illocutionary acts are the most important or central in speech act theory because illocutionary acts are directly related to the intention and purpose of the speaker when making an utterance. It is the essence of what the speaker wants to achieve through the utterance, such as stating, asking, commanding, promising, or apologizing. Thus, illocutionary acts are the essence of the act of communication itself. According to Altikriti (2011) illocutionary act is the most significant sort of speech act since it is not just related to the meaning of the utterance. It highlights the function and intent of the speech. The aim and function of utterance in the context of society and situation where the conversation happened can be understood through this act.

Analyzing illocutionary acts can be used for formal and informal writing. One type of literary work that employs both formal and informal writing is comic. The majority of the language used in comics is the words spoken by the characters, which is a sort of oral language. then the writing technique used in comics is mostly in an informal form, which is built from simple sentences with simple language. Currently, there are numerous ways to access or read comics more freely, such as through the use of e-comics. Accessing e-comics is simple and quick; some even provide free e-comics services. There are numerous websites and applications that offer e-comics in a variety of languages and genres. Webtoon is one of the most popular e-comics applications right now.

Webtoon is a platform from Naver Corporation that refers to a style of digital comic that originated in South Korea and has become increasingly popular worldwide. Unlike traditional comics or manga, webtoons are designed to be read on web platforms or mobile apps in a vertical scrolling format. This format

is well-suited for reading on smartphones and allows for a more immersive and continuous reading experience with various genres. Webtoons are divided into several genres, including drama, comedy, romance, action, history, fantasy, and thriller. Many people enjoyed webtoon because the comics were current. The comics are also published on a regular basis at the author's discretion. Readers can also interact in the webtoon's section comments on each episode. Webtoon comics can be translated into any language that is available. Readers might be able to translate their favorite comics. Webtoon has an advantage that other comics do not. The author has the advantage to add sound to each episode of the published comics (Ayuningtyas, Senowarsito, and Susanto, 2023).

One of the best-selling Webtoon comics that is read by millions of people in the world and has a very high rating is Lookism. "Lookism" is a South Korean webtoon series created and illustrated by Park Tae-joon. The webtoon explores various themes, including appearance, discrimination, and personal growth. The story revolves around the protagonist, Daniel Park, who undergoes a mysterious transformation that allows him to switch between two different bodies that one more physically attractive but academically challenged, and the other less conventionally attractive but highly intelligent.

The central theme of this comic is revolved around the impact of physical appearance on one's life and how society tends to judge and discriminate based on looks. The protagonist faces challenges and opportunities in both bodies, leading to a deeper exploration of the consequences of superficial judgments and the importance of inner qualities. As the story progresses, this comic delves into various social issues, including bullying, self-esteem, and the struggle to break free from the norms of society. The webtoon incorporates elements of humor, drama, and action, making it a compelling read for many fans.

This comic is very interesting to discuss because this comic has many interesting elements in it as explained in the previous paragraph as the story progresses, this comic explores various social problems and one of them is bullying which is rampant among school children because of the abuse of power

used by someone to bully others and from this comic we can learn that violence in any form within the scope of education is not allowed.

As a webtoon comic, “Lookism” shows how digital media is changing the way we consume and interact with stories. This research could include analyses of how webtoon platforms affect the popularity and distribution of cultural content. Lookism is one of the most popular webtoon comics in South Korea and internationally, with high ratings and many awards won. This popularity shows that the story has a significant impact on readers and can be used as an example in researching how cultural values are spread through popular media because the stories in Lookism often convey social criticism and moral messages and therefore researchers can analyse the stories and explore how these messages are conveyed and received by audiences.

More precisely there are some previous studies have been conducted by researcher analyzing the speech act. The first previous study was conducted by Dewi et al. (2022) entitled “The Illocutionary Acts Found in English Webtoon Entitled Seasons of Blossom: Hamin’s Flower”. This research is aimed to describe the types, functions and dominant type of illocutionary acts based on Yule’s theory. From the analysis the researcher found The English Webtoon “Seasons of Blossom: Hamin’s Flower” features five types of illocutionary act and there are declaration, representative, expressive, directive, and commissive. Also the analysis of 778 utterances reveals the distribution of these types, with directive acts being the most dominant.

The following related study was conducted by Muliawati et al. (2020) entitled “The Expressive Illocutionary Acts Found in Webtoon True Beauty and Their Translation into Indonesian”. This research is aimed to find the expressive of illocutionary acts found in the comic and analyze the technique of translation implemented by the translator while translating comic ‘True Beauty’. The results of this research showed that there were 47 expressive illocutionary acts found in the comic and the translation of these expressive acts involved various techniques, with literal translation being the most frequently employed.

Another study related to illocutionary act was also done by Ayuningtyas et al. (2023) entitled “Illocutionary Acts In Webtoon The Masked Fables Season 1”. This research is aimed to find out the kinds and the most dominant illocutionary act in Webtoon “The Masked Fables Season 1” to apply pragmatic in teaching English. The result shows that the most dominant types of illocutionary act in this research is representative with 483 utterances and it represents 47.4% with several classes of sentence such as informing, asserting, stating fact, stating opinion, believing, reporting, announcing, insisting, denying, agreeing, reminding, assuming and disbelieve.

The fourth study is entitled “The Analysis of Illocutionary Acts In Comic The Adventures of Tintin Volume 8” written by Septiana Sibuea (2021). This research discusses the types, functions and dominant types contained in the conversation of the main character in the comic of “The Adventures of Tintin Volume 8”. From this research the researcher found that in the comic which consist of three different stories with the same theme, there are four types of illocutionary acts that found in the utterances by Tintin and the four types are Representative, Directive, Commissive, and Expressive. It can be seen that the most dominant type is Representative which functions often found are stating, informing, and affirming. From the three stories there are slightly different functions depended on the situation of each story. Its shows that Tintin representing the statement from his acts to make the listener belief to his word.

The fifth study entitled “The Illocutionary Act Analysis In Up and Out's Webcomic By Julia Kaye” written by Azizah (2018). This research is aimed to find the types and the functions of illocutionary act. This research uses Yule’s theory as fundamental theory for pragmatics and speech act, and Searle’s theory for explains the types of illocutionary act with Huang’s theory in addition. Meanwhile to analyze the functions of illocutionary act, this research uses Leech’s theory. From this research the researcher found that there are five types and four functions for illocutionary act in this webcomic. Representatives and

Directives types are frequently used in Up and Out's Webcomic by Julia Kaye. Then, the functions are collaborative that mostly used, it has 18 data.

Webtoon comics can serve as valuable analytical material, as previously discussed. Beyond Lookism, many Webtoon comics are engaging and suitable for educational study. These comics can serve as a starting point for those who are typically disinterested in reading, due to their compelling stories and diverse genres. Additionally, the visually appealing artwork can attract readers, encouraging more active reading habits.

Although this research has some similarities with previous studies, which are discussing illocutionary acts, this research has a different object of study from previous studies in the focus of characters, genres, and also the context of the story presented in the comic which is used as the object of study by researchers here. The researcher chooses English Webtoon comic Lookism in season 1 as the object of the study because the comic consists of many utterances that contain illocutionary acts performed by each character and can be considered as the data of the analysis. In addition, there are several considerations why researchers chose this comic to be the object of study, one of which is that there are certain aspects such as social issues that are very sensitive to be discussed in this comic that are not found in previous research. This research employs Searle's theory (1969) to find out the forms of types illocutionary act and to investigate how the use of illocutionary act influence the development of character relationships used in English Webtoon Lookism season 1.

1.2 Statements of Problem

People often heard daily conversation, when people use language to communicate to share idea, suggestion, comment, information, express their emotion to develop social relationship. People's difficulty in saying things well so that a listener can understand what we say in terms of meaning and context. It might be difficult for people to explain themselves to others since what they intend is not always fully understood by the person who is listening.

In the other hand, for example, in our daily life, when people are watching movies, listening music or reading a comic, sometimes people do not even understand about the sentence is saying in it, they have multi-meaning, various interpretation and misunderstanding about the sentence but this interpretation has its limitations. Based on the problem of research, the researcher determines that two questions research, there are:

1. What kinds of illocutionary act are used in the English Webtoon Lookism season 1?
2. What are the functions of illocutionary act used in the English Webtoon Lookism season 1?

1.3 Research Purposes

Based on the formulation of the research question above, the purposes of this research are:

1. To classify the kinds of illocutionary act used in the English Webtoon Lookism season 1.
2. To identify what are the functions of illocutionary act used in the English Webtoon Lookism season 1.

1.4 Research Significances

The research holds both theoretical and practical significance. They are:

1. Theoretically, this research can give the advancement and enrichment to linguistics research, particularly in the pragmatics discipline, through the study of speech acts. In addition, the findings of this research will assist the reader gain a better understanding of speech act and then become a bibliographical variation for readers. Furthermore, it will be valuable for improving and adding insights for the next relevant sort of research.

2. Practically, this research can give knowledge about how to make a conversation well, which to aim for effective communication and avoiding misunderstandings because acknowledging illocutionary acts helps speakers convey their intentions more clearly and being aware of illocutionary acts can help prevent misunderstandings and conflicts by enabling accurate interpretation of others speech acts. Furthermore, it can help build knowledge of the correlation between word structure.

1.5 Definition of Key Terms

This section contains a short explanation of pragmatics, speech act, illocutionary, utterance, and Webtoon comic.

1.5.1 Pragmatics

Pragmatics is a branch of linguistics that focuses on the practical aspects of human communication, particularly in the context of everyday interactions. As Levinson (1983) stated, pragmatics is often used in linguistic research to study the interpretation of meaning. Pragmatics is particularly important in interpreting an utterance especially in the conversation that the meaning and the context of the speech determine pragmatics.

1.5.2 Speech Acts

According to Hidayat (2016) a speech act is a sentence or remark or an utterance which can be identified by the speaker's attempt to influence the listener. saying something implies doing something. People can conduct an action here by stating something. The speaker can convey physical action through speech acts by using only words and phrases.

1.5.3 Illocutionary Act

An illocutionary act is a type of speech act that refers to the use of language to perform an action or achieve a specific effect. In simple terms, an illocutionary act is the intentional action performed by a speaker when making an utterance.

This involves the speaker's purpose or intention behind the words spoken, such as making a statement, giving a command, asking a question, making a promise, or issuing a warning.

1.5.4 Utterance

An utterance is a continuous piece of speech spoken by one speaker, usually separated by quiet before and after it. It could be a single word, a phrase, a sentence, or a larger passage of spoken language. Utterance can be defined by its limitations, which are often marked by pauses or changes in speaker, as well as its context-dependent meaning.

1.5.5 Webtoon Comic

According to McCloud (1993) a comic is a set of pictures that are laid out in a certain order to make a sequence of the story. Comic works by connecting words to images to produce information or storyline. Webtoon is a platform from Naver Corporation that refers to a style of digital comic that originated in South Korea. Unlike traditional comics or manga, webtoons are designed to be read on web platforms or mobile apps in a vertical scrolling format. This format is well-suited for reading on smartphones and allows for a more immersive and continuous reading experience with various genres (Oktaviela, 2023).

