

# CHAPTER I

## INTRODUCTION

In this chapter, the researcher discusses the introduction of the study. This chapter consists of six parts. They are research context, research focus, research objectives, significance of study, scope and limitation, and definition of key terms.

### A. Research Context

Education is an important factor in shaping one's personal good or bad. To get an education, everyone not only gets it in educational institution, but all factors can be used as a source of education.<sup>1</sup> This factor is like a social media which is one of the media that developing knowledge or to get interaction with others. Even, shaping character educational values is an important aspect for young generation in modern era. On the other hand, learning about the character educational values must also be considered so that the influence of social media that has a negative impact is not easy to take directly. Even social media users are able to understand the positive and negative contexts of using social media when everyone wants to communicate one another.

In fact, humans communicate in many ways. In communication, humans should not always meet with others. Besides the development of technology makes humans easier to communicate and to interact with other people in different places quickly without having to meet. Surely, this is inseparable from

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<sup>1</sup> Satria MA Koni, "Pengaruh Jejaring Sosial Terhadap Pendidikan Karakter Peserta Didik", *TADBIR: Jurnal Manajemen Pendidikan Islam* Volume 2, No 2 (Agustus, 2016), hlm 39.

the development of internet technology which is a support in the digital era. So that the emergence of internet technology is used as an intermediary in the interaction that popularized the existence of social media.

Social media has a big role in people's lives. There are many activities that involve social media such as acquiring and disseminating information, entertainment, and even education make social media more widely used. Social Media has been defined as websites which allow profile creation and visibility of relationships between users; web-based applications which provide functionality for sharing, relationships, group, conversation and profiles.<sup>2</sup> In other words, social media is more effective and efficient than conventional media. Social media has various forms, such as e-mail, blogs, and also social networking sites like Twitter, Instagram and Facebook. Facebook is one of social media that popular to used. So, Facebook is enables people to communicate and to interact.

Language is an instrument for human communication. According to Crystal, a language is the systematic, conventional use of sounds, signs or written symbols in a human society for communication.<sup>3</sup> As an instrument for human written signs, language is used in many ways not only with sounds to communicate (by speaking) but also with signs (by picture) or with written symbols (by written). As a system, language formed by rule or certain patterns, both in the area study of sound, grammar, and order sentence. If the rules violated, the communication can be disturbed.<sup>4</sup> Besides, everyone can express their

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<sup>2</sup> Maxim Wolf, dkk. "Social Media? What Social Media?", ?

<sup>3</sup> John Algeo, *The Origin and Development of the English Language*, 6<sup>th</sup> ed .(USA:WADSWORTH, 2010), hlm. 6.

<sup>4</sup> Agus Heru, "GAYA BAHASA SINDIRAN IRONI, SINISME DAN SARKASME DALAM BERITA UTAMA HARIAN KOMPAS", *Jurnal Pembelajaran bahasa dan Sastra Indonesia*, Volume 8, No 2 (2018), hlm, 43.

feelings, ideas, thoughts, and opinion through the language. When the speaker or writer expressed some expressions, the hearer or the reader should understand what the speaker or writer express according to the context that happened.

In life activities, humans use language as means of communication. humans speak to convey information to others. In addition, people can also express their ideas, both using verbal or written means through language. Because of language is a communication tool. Communication between writers and readers contained in the discourse. Therefore, the discourse are divided into 2 types, namely written discourse and oral discourse.<sup>5</sup> Written discourse uses written language as an intermediary to express ideas in the writer that they want to convey to the readers. This written language is structured so that readers can understand the writing.

Discourse is related to pragmatic. Pragmatic is a part of linguistic which deals with meaning in context. In other words, pragmatics can also be defined as the study of how the meaning conveyed by a word or sentence depends on the context in which it is used. There are several subject matters in pragmatics field on of them is speech act. Speech act refers to the action performed in saying something. In other words, speech act is often said as language in action. So that people need to not only understand what the speaker said but also what the speaker wants the hearer to understand and do something. In theory of speech acts, every utterance essentially contains three dimentions. The first is locutionary, the second is illocutionary, and the third is perlocutionary.<sup>6</sup>

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<sup>5</sup> Rini Damayanti, "Pemaknaan Pragmatik dalam Teks Meme di Instagram", *Jurnal Online Fonema*, Volume 2, No 1 (Mei 2019), hlm 46.

<sup>6</sup> J.L Austin. *How to Do Things With Words* (Oxford University Press, 1962), hlm, 108.

Searle also introduced some ideas about speech acts that could be considered various possible actions applied to discourse. Searle stated that language communication is not merely a symbol of words or sentences, but rather to be a product of symbols, words, or sentences in the form of speech acts.<sup>7</sup> Thus, it can be stated that as a speech act theory is a theory that prioritizes the meaning of sentences, and not a theory that examines the structure of sentences.

In recent years, memes have become a trend on social media like Facebook. A meme is an expression of emotion (happy, sad, angry) that expressed in the form of writing with pictures to represent feelings.<sup>8</sup> Kolbe conveyed opinion about memes in his journal entitled “Internet Memes and Discourse Online: Online Meme Discourse and Global Appeal”. Kolbe stated that meme is a virtual visual jokes combining images and expressions.<sup>9</sup>

Besides, Alexander Pierce who put forward the theory of semiotics also explains that there are 3 elements used to look for a implied meaning in memes, they are icon, index, and symbol or sign.<sup>10</sup> This is proof that there are elements of meaning or an implied messages that Memetracker communicates through the sign system contained in each meme element. So, because of memes also give the implied meaning in the picture to convey a message to the reader, here the message can be referred to sarcasm meaning. Sarcasm is one of language style

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<sup>7</sup> Imam Suyitno., “*TINDAK TUTUR DALAM PERSPEKTIF KAJIAN WACANA, 2006*” Oktober 2019, <https://www.researchgate.net/publication/31460031>

<sup>8</sup> Rini Damayanti, “Pemaknaan Pragmatik dalam Teks Meme di Instagram”, *Jurnal Online Fonema*, Volume 2, No 1 (Mei 2019), hlm 46.

<sup>9</sup> Gusti Ayu Ratih Sintya Dewi, dkk, “JENIS, BENTUK, DAN FUNGSI TINDAK TUTUR MEME COMIC PADA FACEBOOK”, *e-Journal Prodi Pendidikan Bahasa dan Sastra Indonesia Undiksha 5* (2016), hlm, 2.

<sup>10</sup> Luthfi Lukmanul, “SEMIOTIKA DAN NILAI PENDIDIKAN KARAKTER DALAM MEME SINDIRANYANG TERDAPAT DALAM MEDIA SOSIAL INSTAGRAM” ?

that are rough and hard more than irony and cynicism. All that can be conveyed to the reader through the language that can be understood.

Just like speech act in meme that there is on Facebook, it shows the implied meaning of it. In this case, the theory can be applied that has been said that speech acts are also to be applied by the formation of meaning in language according to the context that exist. In addition, the meaning of the sentence in the meme can also be interpreted according to the context in the style of sarcasm which is one of language style of literature. Sarcasm which means the meaning of allusion directly. Even, memes also provide other interpretations in relation to the character educational value that is in it. So, the language used will give an implied message from the context of the allusion itself.

Based on research, one of previous study that used in this research from Nur Azni Wardani from the Faculty of Letters and Humanities, State Islamic University “SYARIF HIDAYATULLAH ” Jakarta 2011 on research entitled “An Analysis of Illocutionary Act in Prince of Persia: The Sand of Time Movie”<sup>11</sup>, who examined that the most important study room the three kinds of speech act is illocutionary act. It becomes the basic of analysis in pragmatic comprehension in through the movie that provided.

So that in this research, the researcher try to find another source that have been in speech act of the title “Character Educational Values in Pragmatic Speech Act Analysis on Sarcasm Memes at Facebook Account.” from this title is enable to show that there are many character educational values which has been explained in speech act field in sarcasm memes on Facebook especially not only

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<sup>11</sup> Nur Azni Wardani, “An Analysis of Illocutionary Act in Prince of Persia: The Sand of Time Movie” (Thesis S1, Universitas Islam Negeri Syarif Hidayatullah, Jakarta, 2011).

as if a movie. Based on the phenomenon that there is on Facebook, eventhough the users of it will shows anymore from their character educational values which had find in sarcasm memes. Besides, there are also some other previous study that will be explained in this research.

## **B. Research Focus**

Based on Ary, Jacobs, Razavieh statement in Adnan Latief book “Research Methods on Language Learning an Introduction” stated that research problem refers to questions raised in a research projects which clearly reflects what kinds of answer is expected to be discovered through the process of research.<sup>12</sup>

Based on the research context above, the researcher formulates the research focus as below:

1. What are kinds of speech act used on Sarcasm Memes at Facebook Account?
2. How are the context of sarcasm on Memes at Facebook Account?
3. What are the character educational values used on Sarcasm Memes at Facebook Account?

## **C. Research Objective**

Cresswell stated that research objective is statement of intent for the study that declares specific goals the investigator to achieve in a study.<sup>13</sup> Mohammad Adnan Latief stated in his book “Research Methods on Language Learning an Introduction” stated that research problem and research objectives basically have

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<sup>12</sup> Mohammad Adnan Latief, *Research Methods on Language Learning an Introduction 2<sup>nd</sup> ed.* (Malang: State University of Malang press, 2013), hlm, 16.

<sup>13</sup> John W Creswell, *Educational Research Planning, Conducting, and Evaluating Quantitative and qualitative Research Educational Researc*, 4<sup>th</sup> ed. (Boston: Pearson, 2012), hlm, 111.

the same meaning, therefore, very often research problem are stated in the same way as the research objectives.

This indicates the important role of research problems and research activities, the research objectives should be stated differently from the research problem, as the research problems are stated as questions to be answered by the researcher, while the objectives are stated as the goal of research to be achieved by the research.<sup>14</sup>

Based on the research focus above, the research objectives aim to:

1. To describe kinds of speech act used on Sarcasm Memes at Facebook Account.
2. To finding the context of sarcasm on Memes at Facebook Account.
3. To describe character educational values used on Sarcasm Memes at Facebook Account.

#### **D. Research Significance**

This step explains about the usefulness or importance of research, both scientific uses and social use. Scientific use in the development of science, while social use is directed as an effort and stages in solving social problem.<sup>15</sup> The researcher has two significances of the result of the research, such as:

1. Theoretical Significant

The finding of this research is expected to provide information about the process of creating new term that happened in our context in language.

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<sup>14</sup> Mohammad Adnan Latief, *Research Methods on Language Learning an Introduction 2<sup>nd</sup> ed.* (Malang: State University of Malang press, 2013), hlm, 25.

<sup>15</sup> *Pedoman Penulisan Karya Tulis Ilmiah Edisi Revisi, Sekolah Tinggi Agama Islam Negeri* (Pamekasan: STAIN PMK Press, 2015), hlm, 18.

Especially, it gives more knowledge about the context of meaning through character educational values that there is in meme at facebook.

## 2. Practical Significant

### a. For Researcher

The purpose for the research of this research is to find out how the speech act analysis on sarcasm memes at facebook account itself.

### b. For Lectures

From this study is going to help lectures to get a new know experiences about the theory in speech act analysis on sarcasm memes at facebook account. So, lectures will improve their learning of English especially in teaching learning context of language. Then a lecture will improve the theory by discussing together with their students.

### c. For Students

The result of this research is to give an understanding and useful information for the students as a gold generation of the language candidate of English teacher and to know how to analyze speech act on sarcasm memes at facebook account. So, the students know the theory of language in context bsd on the new phenomenon.

## **E. Scope and Limitation of Research**

Scope and limitation means to limit the object of the study.

Scope is limited of variable on other variable in research, population or research subject, and research localization. It can also in explaining variable



become subvariable espouse the indicators.<sup>16</sup> It has functions it is to make this research focus on the object which will be analyze. The object of this research such as character educational value, speech act, and sarcasm memes at facebook account in pragmatic.

Limitations are potential problems with the study identified by the researcher. So, the researcher will focus on Facebook that posting some sarcasm memes in it. Then, the researcher will get several result of the data that needed.

#### **F. Definition of Key Terms**

Key term as like an alphabetical list of important terms or acronyms that will define, particularly ambiguous terms or those used in a special way by narrowing the topic.

1. Character is a behavior that distinguishes from one person to other person.
2. Educational that relating to the aspect of education.
3. Value is principles or standards of behaviour; one's judgment of what is important in life.
4. Pragmatic is the study of meaning and its context
5. Speech act is the action performed by a speaker (or writer) via utterances.
6. Sarcasm is one of style of language more than irony and cynicism. It is a reference containing bitterness and mockery.
7. Meme is a picture or photo that is given text or language so that it produces a new meaning.
8. Facebook is the name of social media that will be setting of place in this research.

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<sup>16</sup> *Pedoman Penulisan Karya Tulis Ilmiah Edisi Revisi, Sekolah Tinggi Agama Islam Negeri* (Pamekasan: STAIN PMK Press, 2015), hlm, 12.

