

## CHAPTER I

### INTRODUCTION

#### A.1 Background of the Research

Shin Chan is a famous manga read by many Indonesian people as it is stated by Lunardi (2001), the chief of Gramedia Gamma in Bandung that, "Shin Chan circulation reached record numbers for a brief amount of time (one week) and sold 1000 exemplars." Its survey shows that the rate of Shin Chan is somewhat high for its readers. In addition, Yoshito Usui as its author is famous and this fact alone makes his manga popular amongst readers. Furthermore, a research by Kartika (2014) in her research supports the popularity of SHIN CHAN, it shows that 100 % of her respondents know the character of SHIN CHAN, 62 % of her respondents like SHIN CHAN, and 76 % of her respondents often read it. SHIN CHAN is easily understandable. It is due to the fact that SHIN CHAN's story is about daily life. Its story tells about a colloquial conversation, so the readers may understand it easily.

Shin Chan contains a great deal of humor in its story. In this case, the humor will be focused on pragmatics. The humor will be elaborated with some pragmatic approaches such as speech act, cooperative principle and politeness principle. The humor in Shin Chan contains some pornographic elements that may be inappropriate for younger readers. As stated by Gamma, "It has vulgar words and pornography" (Gamma, 2001). In addition, a survey by Houjin in

Franziska stated, "The survey stated that SHIN CHAN has second rank for a television program which is an inappropriate television program by Parent Teacher Association in 2010. SHIN CHAN is rude, and it has many impropriate behavior included the politeness. It makes many parents worry if the comic has those aspects." Franziska (2012:61). Hence, those aspects can be related with politeness principle.

Those phenomena make the researcher interested in conducting a research in pragmatics approach. The pragmatics theories which will be applied in this research using Speech Act by Searle (1969), Cooperative Principle by Grice (1975) and Politeness Principle by Leech (1983) and Politeness Maxim by Yule (1996). Furthermore, those theories will examine SHIN CHAN in volume 12 to 13, by focusing on humors in SHIN CHAN in pragmatics theories. The researcher chooses those volumes because they have many humor aspects.

Research on speech act, cooperative principle and politeness principle of SHIN CHAN is worth doing for several reasons. First, Shin Chan is an interesting manga and it contains those pragmatic aspects such as speech acts, politeness principle and cooperative principle. Second, SHIN CHAN has a lot of humors in its dialogue which possibly violate or flout those principles. Third, the researches of speech act, cooperative principle and politeness in comic or manga are fairly popular, but some of those researches are in other languages. However, the object of this research is written in English. There are some researchers who

conduct some similar research: Franzischa in 2011, lfeoluwa in 2011 and Attamimi (2011).

The data of the research are taken from website [www.mangahere.com/manga/crayon\\_shin\\_chan](http://www.mangahere.com/manga/crayon_shin_chan), the data were collected from episode 12 to 13. Hence, the researcher is interested in conducting a research entitled “The Study of Speech Act, Cooperative Principle and Politeness Principles in Manga SHIN CHAN English Version”.

#### **A.2 Problems of the Research**

1. How is humor in SHIN CHAN seen from Speech Act by Searle (1969)?
2. How is humor in SHIN CHAN elaborated from Politeness Principle by Leech (1983) and Yule (1996)?
3. How is humor in SHIN CHAN seen from Cooperative Principle by Grice (1975)?

#### **A.3 Objectives of the Research**

1. To investigate how humor in SHIN CHAN seen Speech Act by Searle (1969).
2. To investigate how humor in SHIN CHAN elaborated from Politeness Principle by Leech (1983) and Yule (1996).
3. To investigate how humor in SHIN CHAN from Cooperative Principle by Grice (1975).

#### **A.4 Significance of the Research**

This research will enrich and widen the learning process of Pragmatics, especially about Speech Act by Searle 1969), and Politeness Principle by Leech (1983) and Yule (1996) and Cooperative Principle by Grice (1975) in SHIN CHAN. This research uses those theories to examine about humor in SHIN CHAN. The purpose of this research is to make people interested in knowing humor from those theories. In addition, the result will be able to help the future research with the same topic.

#### **A.5 Limitation of the Research**

This research will limit the exploration on realization of Pragmatics approach. Especially, those theories are about Speech Act by Searle 1969), and Politeness Principle by Leech (1983) and Yule (1996) and Cooperative Principle by Grice (1975) in SHIN CHAN. The Researcher takes some Volumes of SHIN CHAN from [www.mangahere.com/manga/crayon\\_shin\\_chan](http://www.mangahere.com/manga/crayon_shin_chan), the data were collected from episode 12 to 13 as the data of the research.

#### **A.6 Organization of the Research Report**

This thesis consists of five chapters. The first chapter is introduction. It is for explaining the phenomenon and the topic that will be discussed. It deals with research background, problem statement, research objective, research limitation, and thesis organization.

The second chapter is theoretical review. It consists of the theories that are related and used to analyze. It is the main tool of researcher for analyzing. It deals with pragmatics, context, speech act, cooperative principle, politeness principle, humor and SHIN CHAN.

The third chapter is the research method. In this chapter, the researcher explains the steps of research. The first is deciding the type of research. The second is data and data sources, technique of collecting data and technique of analyzing data.

The fourth chapter is Analysis. The researcher reveals the data description, data analysis, and discussion. Data description is the explanation of the whole data which will be analyzed by the theory. Then, there is a discussion after the data have been analyzed.

The fifth chapter consists of conclusion and suggestions. The conclusion tells the data and the finding of this research. The suggestions consist of advices to the next researches.