

**LUFFY'S REPRESENTATION THROUGH HIS CREW RECRUITMENT
IN *ONE PIECE* ANIME: A DRAMATISTIC PENTAD ANALYSIS**

A Research Paper

Submitted as Partial Fulfillment of the Requirements for a *Sarjana Sastra* Degree
of
English Language and Literature Study Program



Rifqi Yanda Pratama

2005242

**ENGLISH LANGUAGE AND LITERATURE STUDY PROGRAM
FACULTY OF LANGUAGE AND LITERATURE EDUCATION
UNIVERSITAS PENDIDIKAN INDONESIA**

2024

LEMBAR HAK CIPTA

**LUFFY'S REPRESENTATION THROUGH HIS CREW RECRUITMENT
IN *ONE PIECE* ANIME: A DRAMATISTIC PENTAD ANALYSIS**

oleh

Rifqi Yanda Pratama

**Sebuah skripsi untuk memenuhi sebagian syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Sejarah,
Fakultas Pendidikan Ilmu Pengetahuan Sosial**

© Revina Putri Felissa

Universitas Pendidikan Indonesia

Juni 2024

Hak Cipta dilindungi oleh Undang-Undang

**Skripsi ini tidak boleh diperbanyak sebagian atau seluruhnya dengan dicetak
ulang, difotokopi, atau dengan menggunakan cara lainnya tanpa seizin
penulis.**

PAGE OF APPROVAL

**LUFFY'S REPRESENTATION THROUGH HIS CREW RECRUITMENT
IN *ONE PIECE* ANIME: A DRAMATISTIC PENTAD ANALYSIS**

**A Research Paper by
Rifqi Yanda Pratama
2005242**

**Approved by:
Academic Advisor**



Dr. Ruswan Dallyono, S.So., M.Pd.

NIP. 197008032005011002

**Head of English Language and Literature Program
Faculty of Language and Literature Education
Universitas Pendidikan Indonesia**



Prof. Eri Kurniawan, S.Pd., M.A., Ph.D.

NIP. 1981112320050

ABSTRAK

Elemen retorik sangat penting untuk menganalisis narasi. Elemen-elemen ini merupakan alat yang ampuh untuk mengungkap makna tersembunyi dan menunjukkan sifat dan representasi karakter, yang sering kali disampaikan dengan cara yang halus oleh penulis. Dengan latar belakang tersebut, penelitian ini mengeksplorasi retorika yang digunakan oleh Monkey D. Luffy, protagonis utama dari serial anime populer One Piece, ketika merekrut kru. Melalui pendekatan dramatis pentad kualitatif, penelitian ini mengidentifikasi lima adegan di mana Luffy membujuk individu untuk bergabung dengan kru bajak lautnya secara verbal. Penelitian ini menggunakan kerangka kerja 'Grammar of Motives' dari Burke (1969) untuk menganalisis "pentad dramatisasi" dalam upaya perekrutan ini. Temuan penelitian mengungkapkan bahwa melalui pentad dramatis, representasi Luffy sangat menonjol di bagian agensi. Banyak cara retorik yang ia lakukan untuk membujuk orang-orang yang ingin bergabung dengannya, seperti berkata to the point, menawarkan kebebasan, menawarkan petualangan yang menyenangkan, dan menawarkan untuk membantu mewujudkan impian mereka. Selain itu, karakteristik Luffy juga disampaikan berdasarkan representasi tersebut dalam anime. Kesimpulannya, penelitian ini menawarkan pemahaman yang lebih dalam mengenai karakter Luffy dengan menggunakan bahasa dan sifat-sifatnya dalam narasi One Piece. Penelitian ini juga memberikan kontribusi untuk penelitian-penelitian selanjutnya mengenai aspek linguistik dari serial anime populer ini.

Kata Kunci: Anime, Dramatistic Pentad, One Piece, Representasi, Retorika

ABSTRACT

Rhetorical elements are significant for analyzing narratives. These elements are powerful tools to reveal hidden meanings and show the nature and representation of a character, which is often conveyed in subtle ways by the author. Against this background, this study explores the rhetoric used by Monkey D. Luffy, the main protagonist of the popular anime series One Piece, when recruiting his crewmates. Through a qualitative dramatistic pentad approach, this study identified five scenes where Luffy persuades individuals to join his pirate crew verbally. The study used Burke's (1969) 'Grammar of Motives' framework to analyze the "dramatistic pentad" in these recruitment attempts. The findings reveal that through dramatistic pentad, Luffy's representation is very prominent in the agency section. Many rhetorical ways he tries to persuade the people he wants to join, such as saying to the point, offering freedom, offering a great adventure, and offering to help realize their dreams. In addition, Luffy's characteristics are also conveyed based on such representation in the anime. In conclusion, this study offers a deeper understanding of his character using language and his traits on the narrative of One Piece. The research also contributes the way(s) for future studies on the linguistic aspects of this popular anime series.

Keywords: Anime, Dramatistic Pentad, One Piece, Representation, Rhetoric

REFERENCES

- American Psychological Association. (2023). *Inclusive language guide* (2nd ed.). <https://www.apa.org/about/apa/equity-diversity-inclusion/language-guidelines.pdf>
- Avriano, A. Y., Simanjuntak, M. B., & Aulia, P. D. (2022). *The value of friendship in One Piece manga volume 80-85 written by Eiichiro Oda* [Paper presented at Reading Report English Class, Literacy Analysis of Media and Literature studies for Vocational Students]. ResearchGate.
- Brown, P. & Levinson, S.C. (1987). *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press.
- Brzeski, P. (2022, October 24). How Japanese Anime Became the World's Most Bankable Genre. *The Hollywood Reporter*. <https://www.hollywoodreporter.com/business/business-news/japanese-anime-worlds-most-bankable-genre-1235146810/>
- Burke, K. (1969). *A rhetoric of motives*. University of California Press.
- Burke, K. (1969). *A grammar of motives*. University of California Press.
- Dalil, Z. (2016, November 11). *Manga and anime: A gateway to the Japanese culture*. Academia.edu. https://www.academia.edu/29793501/Manga_and_Anime_a_gateway_to_the_Japanese_culture
- Dwipa, B. (2022). The voyage of a heroic pirate: Hero's journey in Eiichiro Oda's One Piece. *Journal of Literary and Cultural Studies*, 10(3), 54506. <https://doi.org/10.26740/lk.v10i3.54506>
- Hastuti, H., & Dewi, P. (2020). The moral value in One Piece anime movie of Chopper Plus Bloom in The Winter. *Journal Humanitatis*, Universitas Bumi Gorong. <https://journal.universitasbumigora.ac.id/index.php/humanitatis/article/view/746>
- Kapica, S. (2017, February 22). *A rhetoric primer* [Lecture notes]. Academia.edu.
- Merriam, S. B., & Willis, G. (2020). *Case study research in education: A qualitative approach* (5th ed.). Jossey-Bass.
- Novitasari, L., Prayudi, & Prabowo, A. (2015). Pentad Analisis pada Film Legends of the Guardian. *Jurnal ASPIKOM*. DOI:10.24329/aspikom.v2i4.73

- Oka, I. G. N. (1976). *Retorik: Sebuah tinjauan pengantar* [Rhetoric: An introductory review]. Tarate Bandung.
- Pramucitra, S. (2018). *Honesty Value on Film Pentad Analysis on Short Movie Djitoeng*. Atlantis Press. International Conference on Media and Communication Studies (ICOMACS 2018)
- Richards, C. J., & Schmidt, R. (2002). *Dictionary of Language Teaching & Applied Linguistics*. Edinburgh: Pearson Education Limited.
- Ryall, J. (2023, April 23). *Japan: Manga to spearhead nation's economic growth* – DW – 04/23/2023. dw.com. <https://www.dw.com/en/japan-manga-to-spearhead-nations-economic-growth/a-65393781>
- Says, F. M. (2023, July 12). “If-then”: *Using conditional sentences in academic writing*. Enago Academy. <https://www.enago.com/academy/ifthen-using-conditional-sentences-in-academic-writing/>
- Tendean, M. J. E. (2022). A dramatic analysis of Indonesian influencers' statements in responding to sexual harassment allegations. *International Journal of Communication and Society*. <https://pubs2.ascee.org/index.php/ijcs/article/download/752/pdf>
- Thomas, J. (2012). Drawing on tradition: Manga, anime, and religion in contemporary Japan. *University of Hawai'i Press*.
- Wafiq, A. (2014). Rhetorical Appeal Used by the Main Character of “the Iron Lady” Movie. *Thesis, Maulana Malik Ibrahim State Islamic University of Malang*. <http://etheses.uin-malang.ac.id/2985/1/08320099.pdf>
- Yazan, B. (2015). *Three approaches to case study methods in education: Yin, Merriam, and Stake*. *The Qualitative Report*, 20(2), 134-152. <http://www.nova.edu/ssss/QR/QR20/2/yazan1.pdf>
- Yule, G. (1996). *Pragmatics*. Oxford University Press.