

CHAPTER I

INTRODUCTION

A caricature is either a portrait that exaggerates or distorts the essence of a person or thing to create an easily identifiable visual likeness, or in literature, a description of a person using exaggeration of some characteristics and oversimplification of others (<http://en.wikipedia.org/wiki/Caricature>).

This chapter presents the introduction of the research. It includes the Background, Reasons for Choosing the Topic, The Scope of Study, The Research Questions, The Aims of Study, Research Procedure, Clarification of Terms, and Organization of the Paper.

1.1 BACKGROUND

In Oxford dictionary a caricature is defined as a humorous portrait or an artistic form which ridicules a person by giving hyperbole specifics features such as nose, ears, eyes, or mouth. The more ridiculous the portrait is, the more interesting the caricature is. According to online encyclopedia Britannica, *Caricature* comes from Italian “caricare” and “carattere” where Caricare means “to load” or “to charge” and carattere means “character”. Thus, the word caricature essentially means a loaded portrait/ characters. The term only to people in real life, not for a fictional character. What is more interesting from caricatures is the distortion of the body, and it is accompanied by exaggerated representations of manner, dress, and temperament.

More importantly, the works of caricatures are usually used as a way of protest or criticism.

LAGAK JAKARTA (collection edition, volume 2), which is written and illustrated by Benny & Mice, is caricature about social issue that happened in Jakarta. There are three titles in this book that had been published by *Kepustakaan Populer Gramedia* before, namely: *Krisis... Oh... Krisis* (Crisis, O, Crisis), *Reformasi* (Reformation), and *(Huru-Hara) Hura-Hura Pemilu '99* ([Chaos] Carnival of '99 General Election). The setting of the story was inspired by the situation in Jakarta between the periods of time 1997-1998, where the reformation era happened. Benny and Mice ridiculed the political situation at that time with their simple funny caricatures.

Every cultural practices and artifacts contains ideology, so does *Lagak Jakarta*. Sutherland (1985:143-4, cited in Stephens, 1992) stated that “books express their authors’ personal ideologies (whether consciously or unconsciously, openly or indirectly)”. According to Jane Stokes (2006, 57): “*mempelajari text dapat memperbaiki pemahaman kita mengenai kehidupan kultural – tentang makna berbagai hal – sementara makna adalah salah satu aspek paling penting dalam penggunaan media* (media use). Therefore, the writer believes that this caricature, *LAGAK JAKARTA* (collection edition, volume 2) by Benny & Mice, delivers more than just picture. In *Lagak Jakarta*, the caricatures is presented as a “sociological reportage,” as always mentioned in the opening pages of each book in the series of *Lagak Jakarta*. *Lagak Jakarta* represents the authors’ resistance towards the

Indonesian government. The social and political issue that the authors raised in *Lagak Jakarta* implicitly advocate political ideology, which becomes the writer's interest in this research. Caricature in *lagak Jakarta* will be treated as texts so that it is possible to examine ideological advocacy in the caricature.

1.2 REASONS FOR CHOOSING THE TOPIC

There are several reasons that the writer has in choosing Benny and Mice's caricatures as the subject of this study. Firstly, caricatures are full of social messages that make them interesting to be analyzed. Secondly, caricatures have never been explored before by any study in the prior research papers in English Department of Indonesia University of Education.

It is expected that by conducting this study, writer will develop understanding and knowledge about literature and literary theories that is related to ideology in various kind of texts.

1.3 THE SCOPE OF THE STUDY

This research focuses on Benny & Mice's Caricatures entitled "*LAGAK JAKARTA, (collection edition, volume 2)*". The writer limits the research merely on the analysis of the ideology which focuses on the political ideology that is advocated in the caricatures as a text.

1.4 THE RESEARCH QUESTION

This study is guided by these two questions:

1. What kind of political ideology is advocated in the Benny & Mice's *Lagak Jakarta*?
2. In what ways is the political ideology in the Benny & Mice's *Lagak Jakarta* advocated?

1.5 THE AIMS OF STUDY

This study aimed to the following:

1. To reveal the kind of political ideology that is advocated in Benny & Mice's *Lagak Jakarta*.
2. To analyze the ways in which the political ideology is advocated in Benny & Mice's *Lagak Jakarta*.

1.6 RESEARCH PROSEDURE

This study is a qualitative research using descriptive analysis where the focus of the analysis is the caricatures entitled *Lagak Jakarta (edisi koleksi 1&2)* by Benny & Mice. The descriptive method is employed to define, classify, analyze and describe the available data, which are taken from the caricature of *Lagak Jakarta* (collection edition, volume 2).

Ideological analysis is employed in this research, since it enables the writer to analyze how a cultural text specifically represents and performs particular ranges of

values, beliefs and ideas. Ideological analysis is concerned with the ways in which cultural practices and artifacts produce particular knowledge and positions for their users.

The steps in analyzing the data can be described as follows:

- a. Reading the text critically (in this case, caricatures);
- b. Collecting the textual evidences;
- c. Interpreting the data;
- d. Analyzing the data by using Stephens's theory of ideological analysis;
- e. Drawing conclusion.

1.7 CLARIFICATION OF TERMS

1. Caricature

Caricature is an artistic form in which someone or something is imitated in an amusing and generally critical manner (<http://www.answers.com/topic/caricature>) Caricatures does not only give us funny pictures and stories, but they also deliver messages or even critics, which is easier to be absorbed by the readers even by the person who is being criticized. In *Lagak Jakarta*, caricatures are used as a sociological reportage, presenting everyday phenomenon during reformation era. Here, caricatures are also used as an art of protest of the author's to the government, and bring some ideas that are known as ideology.

2. Ideology in text

An ideology is an organized collection of ideas. In this study, Ideology is defined as systems of abstract thought (as opposed to mere ideation) applied to public matters and thus make this concept central to politics. In this case literary texts are said to express unexamined ideology. It has to do with the relationship among three basic elements in the cognitive process: subject, object, and representation. (Emily Miller Budick, 1999)

In caricature, the three basic elements are shown through pictures without too many words or texts.

3. Political Ideology

Political Ideology is a certain ethical set of ideals, principles, doctrines, myths, or symbols of a social movement, institution, class, or large group that explains how society should work, and offers some political and cultural blueprint for a certain social order. A political ideology largely concerns itself with how to allocate power and to what ends it should be used. Some parties follow a certain ideology very closely, while others may take broad inspiration from a group of related ideologies without specifically embracing any one of them. (<http://www.answers.com/topic/ideology>)

The caricature in *Lagak Jakarta* presents special context of political ideology. It raised issues of social phenomenon and political situation through pictures, so that the political ideology is advocated implicitly.

1.8 ORGANIZATION OF THE PAPER

Chapter I: Introduction

This chapter contains background of the study, reason for choosing the topic, the scope of the study, research questions, aims of study, research procedure, clarification of key terms, and the organization of the paper.

Chapter II: Theoretical Foundation

This chapter contains the theoretical foundation of the study. Related theories in doing the research are reviewed in this chapter.

Chapter III: Research Methodology

This chapter provides a close description of the methodology applied to the study, the subject of the research, and the data collection and technique.

Chapter IV: Data Analysis and Discussion

This chapter presents the core unit of the research paper. It serves the findings and discussions obtained from the study.

Chapter V: Conclusions and Findings

This chapter reveals some conclusions drawn from the discussion and suggesting for further research.