



Implicit Functions in Digital Comic Strip Discourse and Its Implications in Learning Anecdotal Texts of Indonesian Subjects in High School

Fathia Gurnita Damayanti, Laili Etika Rahmawati^(✉), Harun Joko Prayitno,
and Yunus Sulistyono

Faculty of Teacher Training and Education, Universitas Muhammadiyah Surakarta, Surakarta,
Indonesia

Laili.Rahmawati@ums.ac.id

Abstract. This study aims to describe the function of implicature in the digital comic strip discourse and the implications of digital comic strips in learning anecdotal texts of Indonesian subjects. This research used the qualitative descriptive method. Data in the form of conversations in digital comic strip discourse sourced to Instagram. Data collection techniques used documentation like screenshots of comic strips on Instagram and read-note techniques. Data was collected, and a process of reducing data related to anecdotal texts was carried out. The analysis technique was to identify utterances that contain implicit functions by classifying them based on themes in anecdotal texts and paying attention to pragmatic theory. The implicature function with the economic theme contains one expressive function (satire) and one representative function (state). The implicature function with the crime theme contains two data of an expressive function (satire) and one data of a declaration function (prohibition). The implicature function with a religious theme contains one data of an expressive function (satire). Digital comic strips can be implemented in learning Bahasa Indonesia for grade ten on anecdotal text learning. Comic strips are presented as learning media or teaching materials to make it easier for students to understand the anecdotal text. The novelty in this study is the object of research in the form of a digital comic strip which has implications for learning anecdotal texts of Indonesian subjects in grade ten in high school.

Keywords: Implicature · Digital Comic Strip · Anecdotal Text

1 Introduction

Comics are a work of art consisting of an arrangement of images or even one image that forms a whole story. Comics are an image accompanied by inner words arranged to provide information for their readers [1]. Like any other work, comics have many categories, including comic books, comic strips, graphic novels, compilation comics,

and webcomics [2]. One of the most popular comics is the comic strip. The comic strip is a one-face comic with only a few images [3]. Even though it only consists of a few pictures, this comic has a complete conversation focus, and all the information can be captured [4]. The comic strip comprises one column, usually found in newspapers or magazines [5]. Dynamic technological developments have made comic strips widely available online or on social media like Instagram, called digital comic strips. Digital comic strips that can be accessed using mobile phones make it easier for readers to explore these comics without being limited by space and time [6]. Comics have a visual nature, which means that they can only be seen through the sense of sight. Therefore, comics cannot be separated from elements of verblivity in the form of speech, which describes communication between characters or sentences in forming and producing bound information and relationships [7].

The reader can find out the comic's meaning by understanding the language of speech in it. Language is always the key because, in essence, a language is a communication tool for interaction between speakers and interlocutors [8, 9]. Language in comics can be learned through pragmatics. Pragmatics is a study that aims to understand the intent and meaning of a speech act and link the meaning of speech with the interlocutor [10]. The statement is in line with the understanding of pragmatics, a study on the meaning of a speech [11]. So, the purpose of speech can be revealed through pragmatic studies [12]. Existing studies in pragmatics consist of deixis, implicature, presupposition, speech acts, and aspects of discourse structure [13]. A similar statement was also conveyed by [14], who said that the scope of pragmatics study is conversational implicature, deixis, presupposition, speech act, and conversational structure.

Implicature is present as one of the essential studies in pragmatics. The subject matter of implicature studies reviews linguistic forms and analyzes language according to both lingual and extra-lingual contexts [15]. In short, implicature is a veiled or implied meaning [16]. To understand the speaker's intent, the interlocutor must study views (interpretations) on the utterance [17]. Implicature is divided into conventional implicature and conversational implicature. Conventional implicature is obtained directly from a word, not a conversation [18]. Conversational implicature is the implication in a conversation between several figures involved due to a violation of a conversational principle [19]. Implicature has a function that is used to understand the intent of the existing discourse. The implicature function is divided into five: the representative implicature function, the directive implicature function, the expressive implicature function, the commissive implicature function, and the symbolic implicature function [20]. This function is often found in discourse, one of which is comics. Several examples of digital comic strips used in this study can be found on the Instagram account with many followers, as presented in Table 1.

Digital comic strip examines the existing functions, including implied meanings such as satire, prohibition, orders, and social criticism. This statement relates to the world of education, one of which lies in learning Indonesian anecdotal text material. An anecdote text is a story text that contains humor and criticism. Criticism in anecdotal texts often comes from well-known factual figures [21]. So anecdotal text is not only a text that is presented to tell humorous stories but also as a conveyer of implied messages that aim to provide information to the general public [22]. In students' views, anecdotes are foreign

Table 1. Instagram Account with Digital Comic Strip

Account	Following
@paracomika	14.600
@jukihoki	785.000
@komik.si.juki	1.679
@komiklokalindonesia	456.000
@tahilalats	4.900.000

texts because they have never been studied. Assignments such as writing anecdotal texts by students by telling experiences that contain satire or criticism are considered far from “satisfactory” [23]. Students’ interest in writing anecdotal texts is lacking because the use of Indonesian is not optimal, and teaching staff, methods, and learning techniques are not appropriate, so students are less able to enter this text [24]. Digital comic strips are presented as learning media that can solve this problem in teaching and learning activities [23].

Throughout the literature search carried out, previous research relevant to current research is carried out [25] entitled “*Conversational Implicatures on Saturday Night Live Talk Show*” and also research [26] entitled “*Conversational Implicature in Beauty and Beast Movie Directed by Bill Condon*.” The results of both studies indicate two types of implicature: remarkable and general. Previous research examines the form of conversational implicature found in an audiovisual show, while the current research examines the form of implicature in digital (visual) comic strip discourse. So the difference between this research and previous research lies in the studied object.

Another study [27] is entitled “*Analysis of Implicature in the Mang Nosy Column in the Kompas Daily Newspaper and Its Implications in Learning Indonesian in High School*.” The study results show that the forms of implicature obtained in the Mang Nosy Column in the Kompas Daily Newspaper consist of declarative, imperative, and interrogative sentences. The implicature function obtained is satire, criticism, appreciation, support, prohibition, and command. The results of this study can be implicated in learning Indonesian as a source of learning anecdote texts for grade ten high school students. The difference between previous research and current research lies in the specifications of the object or data source studied. The current research focuses on all functions of comic implicature digital strips on social media and previous research on daily newspapers.

Seeing the condition of students who are less interested in anecdotal text learning materials and in harmony with the object of study, digital comic strips that have humor and various criticisms in them, it is necessary to study the function of implicatures in digital comic strip discourse and their implications in learning Indonesian language anecdote texts. One of the reasons is that the use of digital comic strips from social media in the form of Instagram can be accessed by everyone. This platform is well known to the public, with many followers. The use of social media, which is on the rise, has made digital comic strips used as entertainment for readers who often visit. This can be seen from many comic strip followers on Instagram, reaching hundreds of thousands.

Table 2. Processed Data on Studied Instagram Accounts

Account	Data	Data reduction 1	Data reduction 2
@paracomika	15	10	7
@jukihoki	15	6	2
@komik.si.juki	10	2	1
@komiklokalindonesia	10	3	0
@tahlalats	10	6	0

2 Method

This study used the descriptive qualitative method. The resulting descriptive data were forms of conversation in digital comic strip humor discourse originating from the social media platforms Instagram. The research conducted is not bound by place and time. The object of this research is conversations in digital comic strip discourse taken on Instagram social media on several accounts: @paracomika, @jukihoki, @komik.si.juki, @komiklokalindonesia, and @tahlalats.

The data collection technique used in this study was documentation in the form of taking screenshots of the intended comic strip on Instagram and note-reading techniques. This is a data collection technique by reading data and then recording essential things to strengthen theory in research [28]. The data that has been collected is then read and recorded, and a data reduction process related to the anecdote text is carried out. The analysis is carried out by identifying utterances containing implicature functions following anecdotal text learning and pragmatic theory. The reduction process of data 1 is the result of filtering data containing implicature functions. Then the reduction process of data 2 is carried out, re-filtering the implicature function following learning anecdotal texts in Indonesian subjects in grade ten high school.

10 of 60 data are found in the five accounts studied. The data was taken based on the suitability of the utterances or conversations in digital comic strips with the implicature function that can be used in anecdotal text learning. The appropriate data were then classified based on the topic or theme of learning the anecdote text. The data processing is described as a comparison in Table 2.

3 Result and Discussion

3.1 The Function of Implicature in Digital Comic Strip Discourse

The description of the research results follows the initial objectives of the research to describe the function of implicature in digital comic strip discourse and the implications of the research results for learning anecdote texts for grade ten in Indonesian subjects. This research retrieved some data in digital comic strips from several Instagram accounts with implicature functions in each speech. The data analysis results show that several implicature functions based on several topics follow the learning in anecdotes text material for grade ten in Indonesian subjects. Data identification includes (Fig. 1, 2, 3, 4, 5, 6, 7, and 8):

Implicature Functions with Political Themes

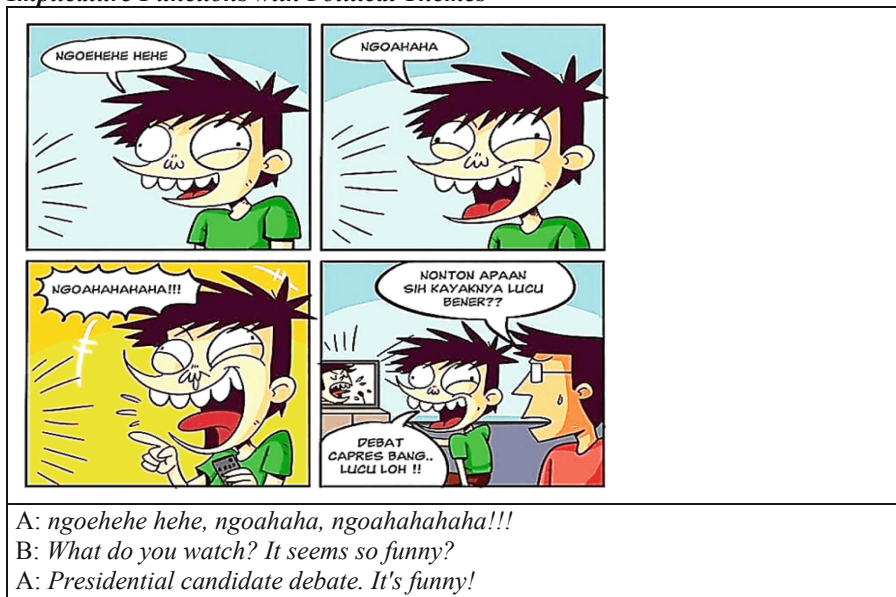


Fig. 1. Digital comic strips in the account of @komik.si.juki

Context: Juki is laughing because he sees a presidential candidate debate on a television station where his arguments are considered funny.

Function: an expressive form of satire. The discourse in the comic strip story contains an expressive implicature function in the form of satire. Sarcasm appears in the last conversation, saying that the presidential candidate debate is funny. A presidential candidate directs satire in the middle of a presidential debate. The funny word in the speech is a satire or a combination of sarcasm and irony packaged in humor [29]. This funny word is interpreted as a nonsensical statement elaborated by a presidential candidate to win the people's hearts, but it seems too far-fetched. State problems are handled efficiently in a word. Presidential candidates exaggerate their vision and mission, which shows their prowess in advancing this country.

Context: Character A is amazed and encourages Character B because he always fails but never gives up. Character B answers emphatically that we should not stop trying while smiling, looking at the giant poster of Mr. Prabowo, who will run for the fourth president of the Republic of Indonesia.



Fig. 2. Digital comic strips in the account of @paracomika

Function: an expressive form of satire. The utterances in the data are utterances with expressive implicature functions that have a pragmatic function in the form of satire. This utterance expresses a particular intention to the other party implicitly. This satire does not lead to negative satire. The meaning of character A's gaze, which is always told to fail at posters of Mr. Prabowo, who will become a presidential candidate in 2024, is to explain the similarity of destiny between him and Pak Prabowo. Character A always fails in competition, and Pak Prabowo fails to become president. The comic uses the image of Mr. Prabowo because he has failed to serve as president four times. The first elections

took place in 2009. Prabowo became the vice-presidential candidate from presidential candidate Megawati Soekarnoputri. Then in 2014, Prabowo advanced as a presidential candidate with his partner Hatta Rajasa. In 2019, Prabowo again tried and partnered with Sandiaga Salahuddin Uno. For further news, it is estimated that in 2024 Prabowo will run for re-election.

Context: the story tells of a red magician who uncovers a shaman’s tricks. All the offended sorcerers are showing again their ability to be invulnerable to everything, but this country does not need that kind of power.

Function: an expressive form of satire. Discourse the speech “But what is required to live in this country is not such invulnerability, but invulnerability to the law” contains an expressive implicature function in the form of satire. This satire is aimed at high-ranking officials in Indonesia who are invulnerable to the law. In essence, invulnerability to the law is a condition where a person cannot be criminally punished or sued civilly by the officers on duty [30]. Invulnerability to the law aims as a shield stating that actions still related to the duties and authorities that have been decided cannot be blamed and guided by law [31]. This causes inequality, so the speech says that invulnerability to the law is most needed in Indonesia. This happens because minor cases such as cassava theft by ordinary people will receive punishment and fines, but on the other hand, officials who commit corruption are safe from legal action.

Context: It is the hope of an Indonesian citizen for his country on the 77th anniversary. The same prayer is repeated because the people do not pray to God but to the shaman.

Function: It is an expressive form of satire. Discourse in comics contains an expressive implicature function in the form of satire. The speech, which says that “using power to suppress the weak,” means that in this country, there are many cases of human rights

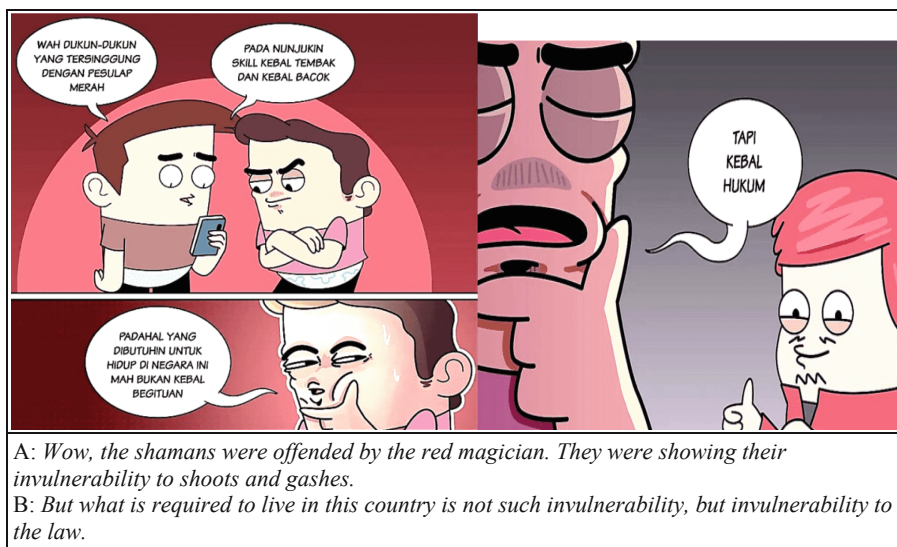


Fig. 3. Digital comic strips in the account of @paracomika



Fig. 4. Digital comic strips in the account of @jukihoki

advocates who are arrested for opposing the authorities, then other cases are expanded to include many law enforcement officers who defend the authorities, political parties, and people who have more wealth. The rulers threatened the lower classes of society who dared to rebel or disturb their lives. Then the speech, which says that “using a position to cover up his crime,” means that in Indonesia, many officials scapegoat other people to cover up the crimes they have committed. An example of a case that occurred was the murder of an aide who was carried out by a police officer of a higher rank by forcing his subordinates to become the main perpetrators. This story alludes to the Indonesian people who believe in shamans rather than their gods.

Context: Criminals cry after carrying out the bombing but get encouragement from their friends that this is normal because their idols, the People’s Representative Council, are having a party after knowing that their country is in chaos or is having problems.

Function: It is an expressive form of satire. Discourse in comic strips contains an expressive implicature function in the form of satire. The story of the comic part 2 explains the regret of one of the characters for committing a crime. Then there is a further allusion to the story of the comic part 3, which describes a party at the DPR RI building. This speech contains the intention that the officials (DPR members and Puan Maharani) who have done things detrimental to the country more than the perpetrators in the comics

Implicature Function with Economic Themes

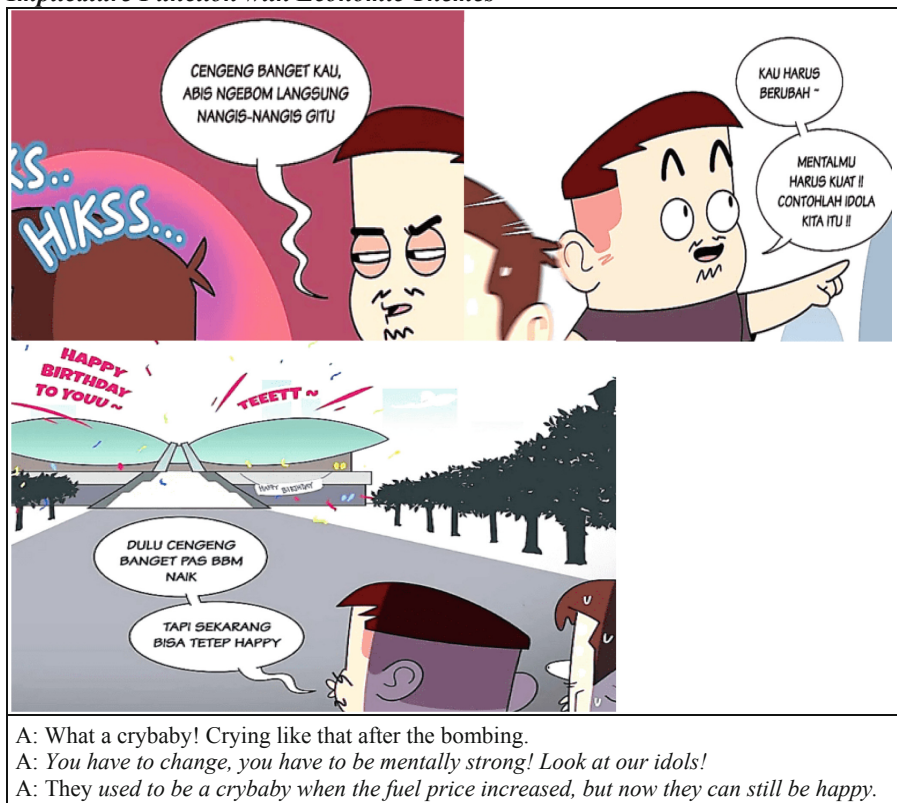


Fig. 5. Digital comic strips in the account of @paracomika

look calm and are celebrating a birthday party amidst the crowds demonstrating in front of the building. Story 3 explains the indication of behavior considered more “evil” than the bombing because the DPR RI and Puan Maharani can still celebrate when fuel prices rise. The government has increased the price of Pertamina fuel from IDR 9,000–9,400/per liter to IDR 12,500 per liter since April 1, 2022, and has determined Peralite BBM as subsidized fuel [32]. Officials seem to not care about the people and the impact on the economy of the middle and lower classes.

Context: It is a conversation between friends about their dream job. Character B is still loyal to her job even though it is not promising but continues to think that her dream job will lead to success, and character A has stopped working on that job.

Function: It is represented the form of a state. The situation or context in the story is character A who quits his dream job and becomes a civil servant. Character A’s response to data 2 to character B, who says, “I am awake,” occupies the declaring function. A pragmatic function of the state represents the speech in the comic strip part 3. The implicature function in a statement will implicitly state what you want to convey to the speech partner. Usually, this function is marked with a sentence that ends with a period



Fig. 6. Digital comic strips in the account of @paracomika

punctuation. The hidden purpose of this story is to bury his dream job as standup comedy jobless, because the income is not promising, and he prefers to be an employee because it can provide for their daily life. This is a case included in economic problems. Low state income causes jobs outside of “public servants” to be unpromising. One of the jobs raised in this comic is “comedy jobless.”

Context: It shows youths who go to hell not for committing crimes but only for buying pertalite for fuel.



Fig. 7. Digital comic strips in the account of @paracomika

Function: It is an expressive form of satire. The discourse in the conversation which indicates the function of expressive implicature in the form of satire lies in the utterance which states the acts of crime in part (1), “killing adjutants, raping students, committing corruption and fleeing abroad, *or maybe* eliminating activists” and part (2) “I bought a pertalite.” The conversation in part (1) alludes to a famous case in Indonesia. The first case is the murder of an adjutant by a senior police officer. General Fredy Sambo brutally killed the victim (Brigadier J) and, in collaboration with other police officers, ordered by Sambo [33]. Then cases of rape of students perpetrated by Islamic boarding school teachers, officials, company bosses, or other corruptors who go abroad with people’s money, and cases of mysterious disappearances of activists. Then the speech in part (2) explains that the reason for going to hell is not because of the case in part (1) but because he bought pertalite. This statement is an allusion to the rich people who roughly take the rights of the less fortunate. This is also due to the rising fuel prices.

Context: It is about a comic writer who wants to make a comic strip as a satirical joke on the state, government, or existing cases, but the case that will be raised to be used as material for making comics is too dangerous.

Function: It is an expressive form of satire. Discourse is a speech that contains an expressive function in the form of satire with a sense of worry. The speech in part 2 directly shows the concern. This concern also serves as satire because the adjutant’s murder case is significant. This was caused by the participation of several police officers who became the perpetrators. Then the speech of part 3 is a speech that states an expressive function in the form of satire regarding cases that are currently popular in

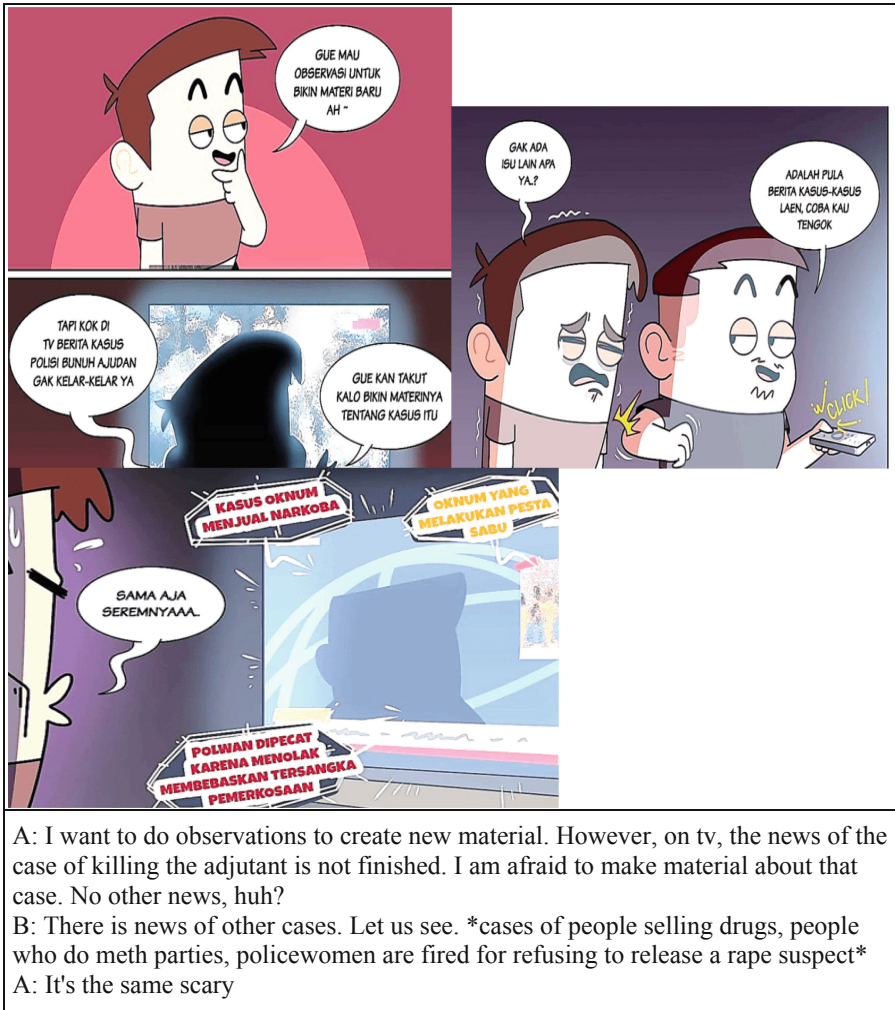


Fig. 8. Digital comic strips in the account of @paracomika

Indonesia. These are significant cases and not trivial matters because they involve law enforcement agencies. Law enforcement officers are supposed to protect the community but become a frightening specter in cases involving them as perpetrators or criminals.

Context: comics complain because they do not have funny material to use as material for making comic strips even though there are new premises every day in Indonesia.

Function: a declaration in the form of a prohibition. The discourse in Fig. 9 contains the function of declaration implicature as a prohibition. Prohibition instructions contained in the word “berhenti.” The particle “lah” contains the essence of a command, *berhenti + lah*, broadly said to be a prohibition. The implicature contained in the discourse is that material or ideas in comics should always be there because in Indonesia, every day, there is a new premise. The premise is the story’s core or the meaning to be



Fig. 9. Digital comic strips in the account of @paracomika

conveyed [34]. In this discourse, the purpose of the premise is that problems exist every day in Indonesia, in politics, celebrities, football, education, and others. Therefore the materials for making comic material are endless.

Context: This speech insinuates that fasting can only be done by people who believe because a dipper cannot be swallowed just by gargling.

Function: It is an expressive form of satire. Figure 10 contains an expressive implicature function in the form of satire. The implicature in the discourse is a satire aimed at the suspicious character or character B. The striking answer conveyed by character C is “Mandatory fasting only for sensible people.” Besides being Muslim, the primary condition of fasting is to have common sense. Character B’s question is considered unreasonable, so character B does not need to fast. Logically, a dipper cannot be swallowed while gargling.

Implicature Functions in Digital Comic Strip Discourse

Based on the explanation regarding the functions of implicature, the study’s results show that discourse in digital comic strips broadly intends to express an implicature function in the form of statements and prohibitions, mostly satire. Discourse in digital comic strips discusses social life in society, existing rules, political policies, cases circulating in Indonesia, and state and high-ranking official issues.

This study shows its attachment and can be implicated in Indonesian language subjects. Indonesian subject is one of the subjects that must be taken by all levels of education [35]. Following the independent curriculum, anecdotal text material is one learning outcome that follows the implicature function in digital comic strips. Anecdotal text material began to be taught and introduced at the grade 10 Senior High School (SMA) level [36]. As previously explained, anecdotal texts contain satire and criticism wrapped in humor.

Implicature Functions with Religious Theme

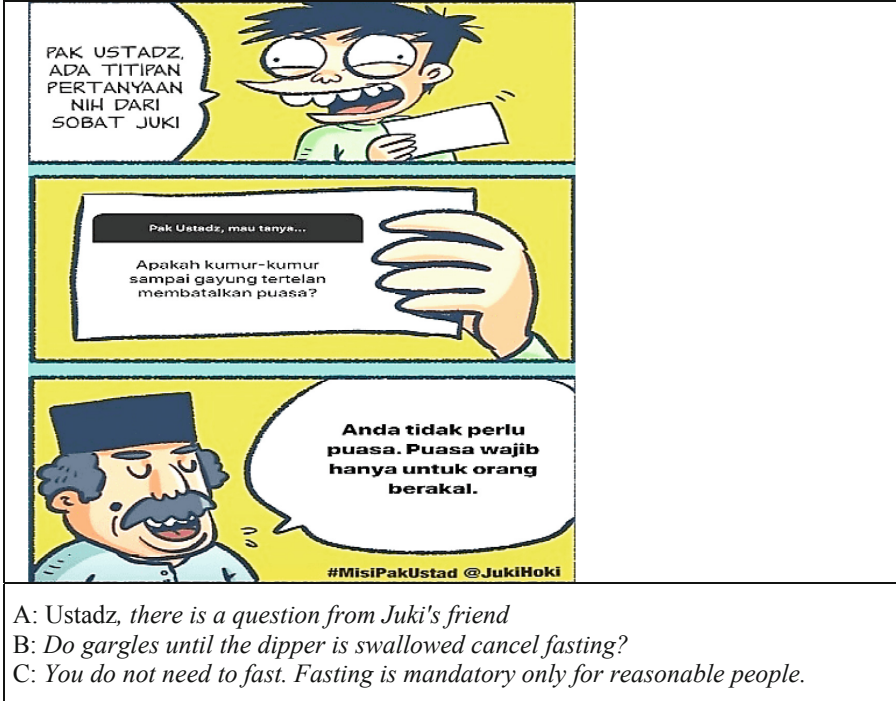


Fig. 10. Digital comic strips in the account of @jukihoki

The purpose of the anecdote text itself is to provide satire or criticism of a rule, behavior, service, or event with pleasant entertainment [37].

Digital comic strips circulating on Instagram have almost the same characteristics as anecdotal text. The similarity of characteristics between the two can be used as a basis for implying comic strips to learning Indonesian anecdotal text material in grade ten high school, both orally and in writing. Digital comic strips for grade ten in Indonesian subjects in learning anecdotes are classified according to teaching materials based on existing themes or topics. Humor covered with satire and criticism of anecdotal texts can be found in digital comic strips with political, economic, criminal, and religious themes. Examples of anecdotal texts in teaching materials in the form of student handbooks tend to be long and wordy, so they are considered less effective. The main points cannot be captured by students properly, even though examples are supposed to make it easier for students to understand teaching materials. Digital comic strips exist as learning media or teaching materials that can be used to make it easier for students to understand anecdotal text material. The images printed on digital comic strips also increase students' attractiveness in learning this material.

4 Conclusion

Based on the results and discussion in this study, 10 data with four themes are included in the implicature function related to anecdotal text material in grade ten high school. Implicature functions with political themes in the form of expressive functions (satire) are found in four data. The implicature function with the economic theme contains one expressive function (satire) and one representative function (state). The implicature function with the crime theme contains two data of an expressive function (satire) and one data of a declaration function (prohibition). The implicature function with a religious theme contains one data of an expressive function (satire). Digital comic strips can be implicated in Indonesian subjects. Following the independent curriculum, one learning outcome that follows the implicature function in digital comic strips is the Anecdote Text material for grade ten high school. Examples of anecdotal texts in teaching materials in the form of student handbooks tend to be long and wordy, so they are considered less effective. The main points cannot be captured by students properly, even though examples are supposed to make it easier for students to understand teaching material. Comic strips exist as learning media or teaching materials that can be used to make it easier for students to understand anecdotal text material.

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