



Onomatopoeia Found in Shazam Comic

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ABSTRACT

This study aims to find out the type of onomatopoeia used in the comic and analyse the meaning of the onomatopoeic word. The data were taken from Shazam comic written by Geoff Johns. Observation method was used in collecting the data with several steps applied such as reading, identifying and note taking the onomatopoeic words. This study applied descriptive qualitative method to analyse the data. The theory of types of onomatopoeia by Bredin (1996) was used to analyse the data. This study found fifty five (55) onomatopoeia. Those onomatopoeia words are divided into three types, such as 28 data of direct onomatopoeia, 14 data of associative onomatopoeia, 13 data of exemplary onomatopoeia. Direct onomatopoeia became dominant type used because the comic tells about superhero against enemies who want to destroy the world. The use of onomatopoeia in comic is very important since comic is sequential series of image with character and conversation inside.

1. INTRODUCTION

The language style used in comic is specific compared to the language style utilized in novel, poetry, and others. Comic is used to express ideas through pictures,

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regularly combined with textual content or different visual statistics. The language style utilized in comic seems easier because the meaning is also represented through the drawing.

One of the phenomena that regularly appears in a comic is developing words to explain the form of the sound. In linguistics, the word formation that describes sound known as onomatopoeia. Simpson (2004: 67) states that onomatopoeia is a function of sound patterning that is often thought to shape a bridge between 'style' and 'content'. Onomatopoeia is crucial element that can help readers or listeners comprehending the description of objects, actions, conditions, activities, expressions, and feelings in detail so that they appearance greater alive.

Onomatopoeia makes sound easier to understand. The use of onomatopoeia in comics helps the reader to know and understand the meaning of the object in the picture that has no meaning if there is no explanation in the picture. Onomatopoeia has been very common in comics. The sound is produced by the object itself. Onomatopoeia occurs in words, which imitate sound, and this suggests the object described.

There are some previous studies which are related to this study. Firdaus (2021) wrote a research about onomatopoeic words. His research's aims were to find out the type of onomatopoeia that used in the comic, the meaning of the onomatopoeic word, and the syllabic structure of the onomatopoeic word. He took the data from Peanut comic by Charles M. Schulz by applying qualitative method. Firdaus (2021) applied the theory of Ullman's theory (1962). The result of his study shows that there were two types of onomatopoeia found in the comic; the primary and secondary onomatopoeia. From 71 words, the dominant type found was the secondary onomatopoeia. It was also found that some forms of onomatopoeia have the same word with different meaning, depended on the subject and object that produces the sound. Some words come up more than once according to the storyline in the comic. The form of syllabic structure that the mostly used is Consonant-Consonant-Vocal- Consonant or CCVC, there were 20 out of a total 71 onomatopoeia that have the CCVC form.

Siddiq (2019) wrote a research about onomatopoeic words. His research's aims were to discover the types of onomatopoeia, to investigate the word class categories of onomatopoeia, and to reap the most dominant types of onomatopoeia in Hulk digital comic. He took the data from *Hulk* digital comic by applying qualitative method. Siddiq (2019) applied the theory of Hinton (1994). The results of his study shows that there are three types of onomatopoeia found in *Hulk* digital comic, there are corporeal sound symbolism using certain sounds or intonation styles to specific the internal state of speaker, emotional or physical; imitative sound symbolism is the use of onomatopoeic words and phrases representing environmental sounds; and synesthetic sound symbolism is the acoustic symbolization of non-acoustic phenomena. The findings shows that three varieties of word class category found in onomatopoeia such as noun, verb, and interjection. From 35 data, the dominant type of onomatopoeia found was the imitative sound symbolism.

Another research was done by Pertiwi (2016). She wrote a research about onomatopoeic words. Her research's aims were to describe the kind and function of the onomatopoeic in *Mahabharata* comic by applying qualitative method. Pertiwi (2016) applied the theory of Keraf (1996). The result of her study shows that there are three types of onomatopoeia found in *Mahabharata* comic. There are human voice onomatopoeia, animal voice onomatopoeia, and other sound onomatopoeia. There are two functions onomatopoeic used in the comic. There are expression functions and exploration functions. Chang (2018) has the same interest with Pertiwi (2016). He used *The Adventure of Tintin and the Blue Lotus* comic as the data source. Qualitative method was applied in Chang's study. Chang (2018) used the theory of Ullman (1994). The result of this research confirmed that there were 60 data onomatopoeia words found in the comic. Based on the classification of onomatopoeia there were found 25 human sound data, 29 data of other sound, 1 nature sound, 5 animal sound. Most of the data were secondary onomatopoeia because most of the onomatopoeia expressions in the data source were words which represent the sound of action.

Eliza (2013) wrote a research about onomatopoeic words. Her research's aims were to find out the type of onomatopoeia that used in the comic and the meaning of the onomatopoeic word. She took the data from *Garfield* comic by applying referential identify method. Eliza (2013) apply the theory of Ullman's theory (1962). The result of her study shows that there were two types of onomatopoeia found in the comic, the primary and secondary onomatopoeia. From 15 words, the dominant type found was the secondary onomatopoeia. It was also found two kinds of meaning in identifying the onomatopoeia words there are lexical and contextual. From 15 words, the dominant meaning found was lexical meaning.

This examines focused to analyze the kinds of onomatopoeia and the meaning of the sound word onomatopoeia found *Shazam* comic by Geoff Johns based on the theory of Bredin (1996:555). There are three types of onomatopoeia, such as; direct, associative, and exemplary. Direct is a word that similar sample of the object. Associative is just as much a matter of degree as is acoustic resemblance, and a matter of convention. Exemplary is related words uttered in physical work. There are various ways of a speaker perceives sounds. For calling the sound of dogs, English speaker it as 'woof, woof' while Indonesian think "guk guk" and any other terms to call in other languages. This matter causes any differences in onomatopoeia among English and other language since language opens to perception and interpretation to the sounds and the concept it denotes. The purpose of this theory used to find out the word categories and to explain the meaning. Although onomatopoeia is a small aspect of linguistics but it is interesting and is useful to write a comic . The theories of onomatopoeia itself turned into very hard to find, because it was a small element of the linguistics, while simply a small part of it, onomatopoeia was very complex, varying from tone, context, and the variation in meaning.

2. METHODS

The data source of this researched was taken from English version of *Shazam* comic written by Geoff Johns. It was published in 2019 by dc comic. It consists of 192 pages. The comic was chosen as the source of the data because the story of this comic is interesting. It tells us about the superhero who fought to save the world from destruction. This comic have sufficient data involving onomatopoeic words and this comic was also nominated as Best Comic-to-Film Motion Picture in Saturn Award. The data were collected by observation method. The techniques of collecting data were reading, note taking and classifying the onomatopoeic words found. This study applied qualitative method to analyse the data by applying the theory of Bredin (1996). The result or the findings were presented by formal and informal method..

3. RESULTS AND DISCUSSION

Result

This study found three types of onomatopoeia based on theory from Bredin (1996:555). The types of onomatopoeia found in *Shazam* comic can be seen in the following table.

Table 1. Types of onomatopoeia

No	Types of Onomatopoeic Words (A)	Total Data (B)	Presented
1	Direct Onomatopoeia	28	51%
2	Associative Onomatopoeia	14	25%
3	Exemplary Onomatopoeia	13	24%
Total		55	100%

From the table above it can be seen that direct onomatopoeia is the dominant type used in *Shazam* comic. There are 28 data out of 55 data classified as direct onomatopoeia. Direct onomatopoeia is defined as the sound of a word which is like the sound of the item. Those words have a few similarities with the original objects through acoustic but isn't the same as the original sound. At the same time as, the use of associative and exemplary onomatopoeia in *Shazam* are almost in the same occurrence. There are 14 data for associative and 13 data for exemplary.

Discussion

The data and the analysis of onomatopoeia can be seen on the following discussion.

Direct Onomatopoeia

Berdin (1996) states that direct onomatopoeia is a word that similar resemble of the object. The use of direct onomatopoeia in the comic can be seen in the following data.

Data 1: Onomatopoeia word Whap

Shazam : You're going to hurt someone

Black Adam : Yes you

Shazam : You picked the wrong person to push around

WHAP

Shazam comic, 2019: 120





Analysis:

based on the theory proposed by Bredin (1996:568) the onomatopoeic word **Whap** can be classified as direct onomatopoeia due to the fact this sound resembles the sound of the object. In the scene of the story Shazam and Black Adama were fighting each other. Shazam was trying to hit Black Adama, but Black Adam blocked the blow. Therefore, the sound of **Whap** comes out from Shazam when he tries to beat Black Adam. The meaning of **Whap** sound is to beat or strike.

Data 2: Onomatopoeia word **Bamm,Bamm,Bamm**

Courier : Hey

BAMM, BAMM, BAMM

The pies are getting' cold! Hello?!

Buyer : The key's ... Under ... The door. Money's... On the... Counter

Courier : What? You want me to let myself in, you lazy...

Shazam comic, 2019: 98



Analysis:

The onomatopoeic word **Bamm, Bamm, Bamm** can be classified as direct onomatopoeia due to the fact this sound phrase that resemble of the sound object. In the story a courier was delivering pies to a customer. After arriving at the destination, the courier knocked on the door and called the buyer. But the buyer did not open the door, but he had kept the key under the door and the money had been kept on the counter. Therefore, the sound of **Bamm, Bamm, Bamm** came out from the door when a courier knocked the door. The meaning of **Bamm, Bamm, Bamm** sound is a loud, startling sound.

Associative Onomatopoeia

Berdin (1996) states that associative onomatopoeia is just as much a matter of degree as is acoustic resemblance, and a matter of convention.

Data 3: Onomatopoeia word Rrrrrrr

Black Adam : Release your power. Speak no or never again

RRRRRRRR

Shazam comic, 2019: 166



Analysis:

Based on the theory proposed by Bredin (1996:568) the onomatopoeic word **Rrrrrrrr** can be classified as associative onomatopoeia because the sound of the word by imitates object or action they represent. Bredin (1996:560) states, association is a question of degree as well as acoustic likeness, as well as convention. in the story, it could be seen that Black Adam and Shazam were fighting. Shazam was thrown far due to a very hard blow from Black Adam. Then, the lion came to help shazam from Black Adam and clawed him from behind. Therefore, the sound of **Rrrrrrrr** came out from the lion when the lion attacked and clawed at Black Adam from behind. The meaning of **Rrrrrrrr** sound is loud deep cry (as of anguish or rage) and a loud continuous confused sound.

Exemplary Onomatopoeic

Berdin (1996) states that Exemplary onomatopoeia which is related words uttered in physical work.

Data 4 : Onomatopoeia word

Mr. Vasquez : You let Billy go right now! How dare you threaten a kid like that

Mr. Bryer : Keep your vagabonds in their place. Or I will!

Mr. Vasquez : *Ooff!*

Billy : *Nnff!*

HAHAHAHAHAHAHAHA

Shazam comic, 2019: 37



Analysis:

Based on the theory proposed by Bredin (1996:568) the onomatopoeic word above can be categorized as exemplary onomatopoeia because the word **Hahahahahahaha** function as exclamation that express the emotion of the speaker, such as happiness. In the story, Billy (Shazam) and Freddy returned to the home of The Bryer brothers to give them a punishment due to the bad treatment they had done so far. In the scene, Shazam lifts Mr.'s car. Bryer and threw it. Therefore, the sound of

Hahahahahahaha came out from Shazam and Freddy because they were very happy. The meaning of **Hahahahahahaha** is an onomatopoeic representation of laughter.

4. CONCLUSION

Based on the discussion it can be concluded that onomatopoeia is the words that imitate the sound of the object. Based on the analysis it was found three types of onomatopoeia in *Shazam* comic such as; direct onomatopoeia, associative onomatopoeia, and exemplary onomatopoeia. There were 55 data of onomatopoeic words found in the comic. Direct onomatopoeia is dominantly used in this comic with 28 data. This type becomes the dominant type because the story tells about the battle between Shazam as a superhero against Black Adam as the enemy who wants to destroy the world by awaking the seven deadly sins. Furthermore, the other data such as 14 data are associative onomatopoeia and 13 data are exemplary onomatopoeia. These type occurred almost in the same occurrence because the story focuses more on telling the battle between superheroes and enemies.

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