CHAPTER II

REVIEW OF LITERATURE

This chapter discusses the theoretical framework. The study focuses on themes of trucks graffiti and language function that are needed to analyze the data.

2.1 Theoretical Framework

In this point, the writer studies the theories which have concern with trucks graffiti then analyze it within linguistic device that is language function by George Yule. The theoretical framework consists of the definition of graffiti, framework for analysis trucks graffiti, the themes of trucks graffiti, and language function.

2.1.1 Graffiti

Graffiti is all the transcription form such as scratches, writing, drawing, marks and other transcription which was written on the wall spaces and has a certain meaning. Graffiti is a performance of marking various points of contact between individuals and the world whether they are a celebration of existence or a declaration of resistance (Bowen: 2010). According to *Farnia*, Abel and Buckley noted that graffiti is a form of communication that is both personal and free of the everyday social strains that normally prevent people from giving uninhibited reign to their thoughts. As such, these sometimes crude inscriptions offer some intriguing insights into the people who author them and into the society in which these people belong (as cited Abel and Buckley, 1977 p.3 in Farnia). The aim of graffiti is to gain an attention from the readers in order to graffiti's work could be paid

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attention. The aim of graffiti is not only to gain an attention but also as tool of protest action, which is, there is a disagreement case for the rules are prevailed. Pritchard asserts graffiti dabbles on issues of human nature that force one to want to be remembered and not be forgotten through the passing of time (Pritchard, 1967; cited in Ashley, et.al. 2005). The graffitist usually present graffiti when they want to decipher something that can intrigues the readers.

Hanauer (1999) noted that graffiti can be use for conveying differentiates ideas or functions, such as shows someone's relation in the certain group or asserts someone's existence in the certain territory (as cited Hanauer in Ghouma: 2015). By comprehending much different function of graffiti, it can be categorized on form or theme of graffiti. Another opinion of form of graffiti is Grass (1997 p. 251) explains that Graffiti can influence phenomenon both of through a form or a content, it seems harness the emerging of segment of signs which has larger than sentence, and signs of something which can stand for something other than itself (Grass, 1997 p. 251; cited in Raisul). Learning of graffiti can teach the readers to obtain the literacy language visually so that the readers may be able to construct new literacy language either for sanctioned or unsanctioned language, for instance, they can conceive the using of symbols or marks (Bowen). In result, the emerging of graffiti can grow to make the readers have much concern on sense of touch toward language visual.

Form of graffiti is frequently anonymity. The graffitists would prefer ensconce their identity than to display the graffitists' mark. By concealing behind the particular identity hopefully can guard the privacy and the safety of graffitists (Reiter: 1998). Character graffiti which uses anonym has a little deviant on conveying

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communication. It is as if let chance the graffitists write their notion. Some of anonymous graffiti function for advice (Cassar: 2009). According to Kristeva avowed that anonymity and all the written contributions reflect diverse gender identity and the multiplicity of female expression (Kristeva, 1986; cited in Cassar p. 51).

Unfortunately, the utilizing of anonymity on graffiti is less resilience for the readers in contrast it would not usually be paid attention by them. The viewing of anonymity is not apparently inflicting positive case. In this case, the graffiti emerges new problems for the readers who are not accept because many of the graffitists are frequently exploit graffiti function, for example, they show the displeasure statement to others.

Based on the Gadsby's classification, there are 6 points kinds of graffiti. They are *Latrinalia, Public, tags, historical, folk epigraphy, and humorous.*

Graffiti Gadsby's Classification	Definition
Latrinalia	It is graffiti which has the dirtiest notions or places, such as sordid words in the toilet.
Public	It is graffiti which was written in the public places and should be push sentence's available for all people
Tags	This graffiti almost has same explanation with *Public* graffiti, differently, it has more specific characters likes attributes, names, symbols, etc.
Historical	It is graffiti which tells about social condition at the past

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	(when theses graffiti were produced); it can be functioned as a history document.
Folk Epigraphy	People commonly craves this graffiti in the wood, wall, etc.
Humorous	Graffiti which has funny and entertaining content

Table. 2.1. Graffiti Gadsby's Classification

2.1.2 Framework for Analysis Trucks Graffiti

In *Graffiti at UBC: A Sociological Analysis of Graffiti Journal*, Ian Ashley et.al, define the themes of graffiti contain of graffiti as a graffiti as a form of 0deviance, graffiti as a part of popular culture, graffiti as a political expression, graffiti as gender differences, etc. The more number of graffiti are produced so much number of themes for certain function graffiti. The focus of this study is according of the themes which are chosen on the data are presented. They are comprise of expressions of love, advice, communication, politic, drawing, tags, invocations, allusions, eponym, urban, self - expression, and character

Trucks Graffiti perhaps supposed gainful for truck drivers because it can provide spot to propagate ideas and share information for graffiti artist (Ashley, et.al: 2005). Because of trucks graffiti is basically to gain an attention of the readers, therefore truck drivers scatter their commentaries on tub – truck. In wish, the status of their necessity concern could be threaten and affected by the readers. In difference, the problem lies that the commentaries of them. How could the trucks graffiti supposed positive if those trucks graffiti have shoddy content commentaries and

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function? The truck drivers should present those graffiti with a good tool for pouring expression and should not misapply the themes of graffiti only for their mere necessity to show self – expression.

Graffiti is a powerful social medium for public expression. Trucks graffiti include in the *Public* because it has written in the public spaces. Graffiti on trucks rather seem benefit the truck drivers because those are graffiti offer spot to them to give free opinion. The public performances such as trucks graffiti indeed disseminate much information easily so that information could be caught by society quickly. Sampson & Raudenbush stated the public performances are not only making available open – ended room but also urges the society to have interaction between the strangers and acquaintances (Robert & Raudenbush: 1999). In adding, Public graffiti also administers physical fettle. Unfortunately, they precisely misapply those opportunity. They are frequently exploit trucks graffiti according to their banal notion. In effect, many people preconceive *Public* graffiti exemplify negative perception somehow.

As the sample, some of themes of trucks graffiti are romanticism, love, sex differentiate, etc. Those trucks graffiti should not be available on public spaces because they have sordid language therefore it should be banned for children angle. *Public* graffiti possibly permits the graffitists to express their existence. In condition, they have to witness the impact and the effluence, either positive or negative. In search, how can this study support people or the readers in more easily acquiring positive trucks graffiti content that is published in public places? Looking at the Gadsby's classification, all of graffiti which has contained of the dirtiest content

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would be classify in the *Latrinalia.* So that, it should be become comparison the existence of trucks graffiti in Indonesia, does it include in the *Latrinalia* or *Public* graffiti?

2.1.3 The Themes of Trucks Graffiti

2.1.3.1.Communication

Graffiti as a tool of communication could help people to extend their language production visually (Jenna: 2002). In this study, graffiti which has function for communication addressed to the transportation topic. According to David, et.al stated that the role of graffiti as an intermediary can hopefully simplify people to convey information in line with their nature message (Ward, et.al: 2000). The goal of this theme is to invite the readers to communicate about what the graffitists talk are, indeed those information beyond is the important case to be paid attention, therefore they want the readers really sanction, comprehend, and implement those information.

2.1.3.2. Advice

It is the way of people to convey advice language visually. This theme is rather seemed advantageous because it exemplifies an exemplary of graffiti containing a message with moral value. As well as the writer know, graffiti on trucks mostly supply distraction ideas. The image of trucks graffiti are frequently debouching emotional expression, either it is supposed witty or irony (Wicandra: 2009). By scratching transcription on the trucks is well – place, it possibly get catch many readers.

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2.1.3.3. Invocation

Theme of trucks graffiti supply invocation is the activity of the graffitists to display the important necessary of their life. What is life if there is no invocation? Invocation is the fundamental of people being. By having trucks graffiti containing of invocation, the readers will assume the graffitists are so kind or graffiti is useful because it asserts some good suggestion. One of verse of Muslim's Holy Book (Qur'an) teaches the advantageous of having invocation.

أجيب ذعوة الداع إذا دعان

I respond to the invocations of the supplicant when he calls on Me (without any mediator or intercessor) (Al – Baqarah, verse 186).

2.1.3.4. Character

It means that content of trucks graffiti theme which prefers to the people mind – set and character. The graffitists mostly display their character through writing of graffiti which bases on their status principle. This theme is not fully supposed give the disadvantages, trucks graffiti which benefit usually look at the character of creator, either from the truck drivers request or the graffitists. If those graffiti are containing of politeness language, the character of graffiti will profit the role of trucks graffiti, those also will persuade the readers to have positive suggestion.

2.1.3.5. Drawing

It is the content of trucks graffiti theme which displays of drawing, this theme mostly emphasize on aesthetic. In drawing from the works of Dust and Geller,

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Horowitz and Tobaly assert the idea which is “tolerance, respect for others, and motivation to achieve” would help alleviate vandalism.

2.1.3.6. Sarcasm

It is the content of trucks graffiti theme which displays language information by intending insinuates or insults someone. The character of sarcasm is containing of bitterness, reproach, breaks heart, and crude.

2.1.3.7. Existence

Graffiti as an existence is conveying language that people use to express their opinion and commentaries according to their mind and heart. The goal of this theme is to express people’s thought, feeling, and emotional. According to Hanauer, *on Ghouma’s Journal*, graffiti as a mode of powerful expression supplies for those who feel isolated by society and media, groups or individuals frequently called them as antisocial (Ghouma, Hend: 2015). However, existence of trucks graffiti theme is not only because of proscription but also because of lack of affection or pay attention. According to Alonso existence graffiti is the most common form of graffiti, and similar to political it follows an open system. They contain individual personal commentaries, and it is sometimes referred to as expressive graffiti.

2.1.3.8. Eponym

It means that statement of trucks graffiti theme which has identity person (it usually the famous person) and it is constantly related to the character of that is person.

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2.1.3.9. Expression of Love

It is the content of trucks graffiti theme which displays expression of love, it can be an expression of trucks drivers to the closest someone such as their sweetheart, children, ex – special someone, etc.

2.1.3.10. Tag

It is the activity of scratching graffiti on trucks by posting the propriety character such as names, addresses, identity, etc. A tag is essentially a territorial marker (Ley & Cybriwsky, 1974). The graffitists mostly use tags to show their identity in order to their works could be paid much attention and the readers acknowledge the graffitists. The aim of taggers is to tag the maximum number of locations (Ninnes: 1998)

2.1.3.11. Politic

It is graffiti which talks about politic expression and commentaries. Jeff Ferrell explains that the politics of graffiti writing are those of anarchism (Ferrell: 1993 p. 172). Fisher M. et.al contends graffiti as a political expression is part of expression about references to democracy, rights, and politicians (Fisher M & Radtke S: 2014). Sandles avowed that even though graffiti just scratches the name of author, it can be proven that graffiti against the politic (Sandles, Andrea). In add, Sandles's explanation tend to describe scope of political graffiti theme embrace many sectors such as political education, social – political, women identity political and others.

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2.1.4. Language Function on Trucks Graffiti

According to Cook, the function of language can be divided into five functions, they are: emotive, directive, phatic, poetic, referential, metalinguistic and contextual functions (Cook, 1989 p. 26; cited in Arum, Nova: 2015). Graffiti as the spot of language development certainly shows variation of tools to convey function of language. It functions as the exchange information of people's communication behavior. In *Arum's Thesis*, Paul (1999: 1), the primary purposes or function of human language is to communicate information with others (Arum). The definition of language function that proposed by Roman Jacobson is the language has six aspects, and they are: the referential function, the poetic function, the emotive function, the conative function, the phatic function, and the metalingual function.

In this point, the data study language function theory that was regarded by Brown and Yule, they are, transactional and interactional view. They described that there are many communicative function on the language performance, but the most important purpose of language is the communication of information (Brown & Yule: 1992). Language function is the way of people to convey language with the particular function. The aim is how to make that language could be conveyed and accepted by the receiver. By understanding language function, people will get the meaning of information.

2.1.4.1. Transactional View

According to Nasr on *Arum's Thesis*, transactional function is language function in which human use their linguistics abilities to communicate

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knowledge, skill and information (Nasr: 198 p. 4). Transactional function is language which has function to confer information directly in purpose that language could be understood and implemented. This language function confers some information in line with the sender's intention directly, so that those conveying should be clear and exact. Transactional function is related with how human use their linguistic abilities to transfer knowledge from one generation to the next. That function which language serves in the expression of 'content' we will describe as transactional view. It tends to adopt a limited approach to the functions of language in society (Yule: 2006 p. 6).

2.1.4.2. Interactional View

According to Nasr on *Arum's Thesis*, interactional function is the language function involved in expressing social relations and personal attitudes, it is uses for maintaining social relationship, such as daily conversation (Nasr: 198 p. 4). Interactional function is language which has function to confer information indirectly in purpose that language could not only be understood but could also be interaction tool. This language function is not only prioritized information content of conveying language but also have a purpose to interact with others.

Interactional function is related to with how human use their language to interact with each other socially or emotionally, how they express their feelings and their ideas. That function involves much human touch to express social relations and personal attitudes, which describe how the individual have social interaction. It pays particular attention to the use of language for the transmission of *factual or propositional information*, sociologists and sociolinguists have been particularly

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concerned with the use of language to establish and maintain social relationships. (Yule: 1992).

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