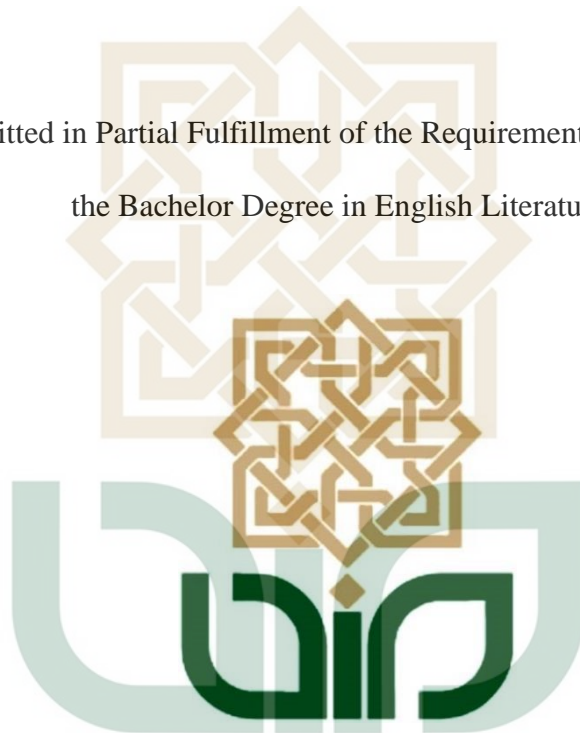


**THE SATIRICAL ILLUSTRATIONS INTENDED TO ISLAM FOUND IN
CHARLIE HEBDO MAGAZINE'S CARTOONS IN THE NEWS: A
PEIRCE'S SEMIOTIC ANALYSIS**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining
the Bachelor Degree in English Literature



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2021

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CHARLIE HEBDO'S CARTOONS ON THE NEWS: PEIRCE'S SEMIOTIC
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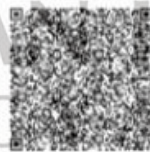
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ANALYSIS**

By: Rizka Ananda

ABSTRACT

The cartoons published in front cover of a weekly magazine contain ridicule of public figures, religions, and social issues. Several cartoons share the satirical illustrations intended to Islam. The study entitled "The Satirical Illustrations Intended to Islam Found in Charlie Hebdo's Cartoons in the News: Peirce's Semiotic Analysis" questions what the representations of Islam contained in the signs of the satirical cartoons by Charlie Hebdo in the News are. The problem of the study is in which signs that imply the satirical illustrations about Islamic teachings. The study aims to uncover the meaning and the representation of Islam in the cartoons through the signs. To reveal the signs of the cartoons, the researcher uses the semiotic theory by C.S. Peirce. The study applies the descriptive qualitative method. The data sources are from the American News on its YouTube channel. To strengthen the supporting ideas, the researcher also uses Quran and hadith as the additional information of the research findings in order to explain the signs of the cartoons, then the Islamic teachings that are satire are discovered. They are the sentiment of Islamization for future France predicted by Michael Houellebecq, declaring peace by illustrating the forbidden action between two men in Islamic teaching, mocking ISIS by illustrating the Prophet Muhammad as an infidel, and positioning the Prophet Muhammad as the editor of a satirical cartoon.

Keywords: *Cartoons, Satire, Islamic teachings, the Prophet Muhammad, Signs.*

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By: Rizka Ananda

ABSTRAK

Kartun yang dimuat di sampul depan majalah mingguan berisi ejekan terhadap tokoh masyarakat, agama, dan mencakup masalah sosial. Terdapat beberapa kartun kerap menyebarkan ilustrasi satir yang ditujukan kepada Islam. Penelitian berjudul "Ilustrasi Satir yang Ditujukan untuk Islam Ditemukan dalam Kartun Charlie Hebdo di sebuah Berita: Analisis Semiotik Peirce" merumuskan representasi Islam yang terkandung dalam tanda-tanda kartun satir Charlie Hebdo di berita. Masalah penelitian ini adalah tanda-tanda yang menyiratkan ilustrasi satir tentang ajaran Islam. Penelitian ini bertujuan untuk mengungkap makna dan representasi Islam dalam kartun melalui tanda. Untuk mengungkap tanda-tanda kartun, peneliti menggunakan teori semiotika oleh C.S. Peirce. Penelitian ini menggunakan metode deskriptif kualitatif. Sumber data berasal dari American News di saluran YouTube-nya. Untuk memperkuat ide-ide pendukung, peneliti juga menggunakan Qur'an dan hadits sebagai informasi tambahan dari temuan penelitian untuk menjelaskan tanda dalam kartun, kemudian ditemukan beberapa ajaran Islam yang disatirkan diantaranya adalah sikap sentimen dalam hal Islamisasi pada masa depan Prancis yang telah diprediksi oleh Michael Houellebecq, menyatakan perdamaian dengan menggambarkan tindakan terlarang antara dua orang laki-laki dalam ajaran Islam, ejekan terhadap ISIS dengan menggambarkan Nabi Muhammad sebagai kafir, dan memosisikan Nabi Muhammad sebagai editor kartun satir.

Keywords: *Kartun, satir, ajaran-ajaran Islam, Nabi Muhammad, Tanda*

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MOTTO

Come being no one, go being someone

Negative thinking gives you nothing while positive thinking gives you something

Without knowledge action is useless and knowledge without action is futile

– Abu Bakr Ash Shiddiq

The less attachment to the world, the easier your life

– ‘Umar ibn Khattab

Worrying about the dunya is a darkness in the heart, while worrying about akhirah

is a light in the heart

– ‘Uthman ibn ‘Affan

Beautiful people are not always good, but good people are always beautiful

– ‘Ali ibn Abi Thalib

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DEDICATION

This paper is dedicated to:

My one and only cherished father, Mister Mursidi

My one and only precious mother, Madame Siti Faozanah

My one and only gorgeous sister, Rias Solikha

My one and only generous first brother, Galih Muhammad

My one and only great hearted second brother, Gagas Prastya

My whole friends



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ACKNOWLEDGEMENT

Assalamu'alaikum Wr. Wb.

First of all, I would like to thank God Almighty, Allah SWT, the Lord of knowledge and the creator of the universe who has bestowed His grace and blessings, so that the writer can complete the graduating paper with His guidance which entitled "The Satirical Illustrations Intended to Islam Found in Charlie Hebdo's Cartoons in the News: Peirce's Semiotic Analysis". Then, Shalawat and salam are upon Nabi Muhammad PBUH.

The graduating paper would not be completed without the positive energy in the form of enthusiasm and support that continue flowing from some beloved ones, so I would like to express my deepest gratitude and appreciation to:

1. Dr. Muhammad Wildan, M.A as the Dean of Faculty of Adab and Cultural Sciences in State Islamic University of Sunan Kalijaga Yogyakarta.
2. Ulyati Retno Sari, S.S., M. Hum as the Head of the English Department.
3. Dwi Margo Yuwono, S.S., M.Hum, as my Research Advisor who has advised, guided, supported, and motivated from the beginning till the end of the process, so that I can certainly finish this graduating paper.
4. Dr. Witriani, S.S., M.Hum, as my academic advisor. Thank you for your advice and help.
5. All of my lecturers in English Department, Ulyati Retno Sari, S.S., M.Hum, Febriyanti Dwiratna, S.S, M.A, Dr. Ubaidillah, S.S, M.Hum, Dr. Witriani, S.S, M.Hum, Dr. Ening Herniti, S.S, Aninda Aji Siwi, S.Pd, M.Pd, Harsiwi Fajarsari, S.S, M.A, Rosiana Rizky Wijayanti, S.S, M.A, Nisa Syuhda, S.S, M.Hum Arif

Budiman, S.S, M.A, Bambang Hariyanto, S.S, M.A, Dr. Kardimin, and others.

Thank you for spreading and sharing your knowledge and motivation through the process of learning.

6. My compassionate proofreader, Rias Solikha who is willing to spend a lot of time correcting reviewing, and suggesting my thesis during her busy schedule. Also, thanks to all my reviewers who help me in my confusion during your precious time.
7. My beloved parents and siblings who have given me the greatest motivation and encouragement with the help of their prayers and materials.
8. All of my kind hearted friends who have given me lots of knowledge and experiences to grow better, so that my college life is awesome and priceless.
9. All family and people who give endless support to me.

I apologize whose names are unmentioned. I realize that this graduating paper has many mistakes and shortcomings, but I hope this paper can be useful and help other students, learners, or researchers who intend to research which is similar to this paper in order to obtain some insights.

Yogyakarta, June 16, 2021

The Researcher,



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CHAPTER I

INTRODUCTION

1.1 Background of Study

Being a social human, communication mediator in expressing something is needed and important. A system that is used for human communication is called language which serves to make communication easier to convey something to others (Burton, 2011, p. 254). It is spoken or written which can be words, sentences, or paragraphs. People can express and deliver their arguments, information, and statements easily to others through language. Every language around the world has a uniqueness and different characteristics from one another. As the nature of human beings, each language will also be more complex as long as it develops each day.

In the educational world, people need great arranged sentences for academic writing and literary work. It is obtained through a language science named Linguistics. It discusses about the language structure and its functions. Therefore, Linguistics will always exist for human communication, and it cannot be separated from language. Another general function of Linguistics is the explanation to create great clauses, arranged sentences, and connected paragraphs grammatically.

Literary works are never getting old because people from the past until now will never be bored to read them, and they consider that the literary works as pleasing entertainment. According to Abrams in *A Glossary of Literary Terms* (1999), wrote that a literary work is a text created by an author, and it is emplacement for a dialogic interaction about a social phenomenon (p. 62). They can train their imaginations through literary works, so they happen naturally.

Likewise, the authors always provide the latest and fresh stories to read and satisfy the readers of all ages in all aspects of life. Every aspect in life develops involving the ease of conveying a statement and obtaining information. Because of that, freedom in creating literary works applies for everyone, but everything has the limits, especially the works that are related to religions. The existence of something horrendous spreads quickly to the wider community with the ease of accessing the electronic medias such as the satirical magazine.

In the advanced technology era, there are many kinds of literary works such as short stories, novels, and cartoons which always develop in terms of language and experiences. The existence of literary works is not only found in offline media but also in online media. They could be accessed and enjoyed by children to adults easily in printing through books while in digital through gadgets. Therefore, the researcher concludes that the literary works are absolutely suggested to be researched and much interesting for being studied and discussed.

Distinguished from daily written work, creating the literary works need structured research and focus in the production process. Commitments are necessary to begin writing a work so that the production is not disappointed for both the authors and the readers. Purves and Rippere in *Elements of Writing about a Literary Work: A Study of Response to Literature* (1968) note that people should focus on creating a text and literary language (p. 1). It can be concluded that people need to have deeper understanding about literature to produce a satisfying work.

One of the most known literary works that people love to read is cartoons. The enjoyable cartoons can fill the spare time and accompany people's daily

activity for entertaining and amusing. The cartoons are popular around the world from the past till now and can be accessed by people physically or virtually. Furthermore, a literary work such as cartoons come from French will be selected as the object of the study.

The cartoon is published in front cover of a weekly magazine named *Charlie Hebdo Magazine*. This magazine was first published every month with the name *Hara-Kiri* in 1960 and built by Georger Bernier. From the beginning, this media has been labeled disgusting and disgraceful by people, therefore *Hara-Kiri* was stopped to publish. The magazine was several times prohibited, but then they always appear with the new name, Charlie Hebdo which Charlie is taken from the comic of Charlie Brown and Hebdo is weekly (Tempo.co, 2015). This magazine had published some controversial cartoons in its front cover. Some cartoons contain satirical jokes about Islamic teachings and the Messenger, and they were widely opposed by Muslims around the world. Some gunmen attacked the stuffs in the office and left 12 people died. There were four cartoonists killed including Stephane Charbonnier, Georges Wolinski, Jean Cabut, and Bernard Verlhac (Somaiya, 2015).

In addition, insinuating other people's identity is not thoughtful act even though the author's intention is not to raise a provocation controversy, however it is another form of sarcastic. Cartoons are one of influential parts of social cultures (Pryor, 2004, p. 5). The main purpose of drawing cartoon is to entertain and amuse people while the cartoons of CH magazine contain satire of many religions and public figures even the Prophet Muhammad whose drawing or illustrating Him is a



Figure 1.1 Cartoon of Charlie Hebdo

Source: Vox YouTube Channel

Besides the satirical illustration, this cartoon also uses insulting and mocking utterance or verbal signs between the two caricatures. Figure 1 has the illustrations of the Prophet Muhammad and the ISIS man. It is drawn as the man tries to kill the Prophet. The ISIS man is indicated abusing Muhammad by threatening and not considering Him as the Messenger of Allah. The Prophet calls the man as a moron while he calls the Prophet as an infidel. Muhammad is illustrated as a coward with the bad appearance and utterance, and Islam is described as a religion that has the threatening religious teaching. That phenomenon is contrary to the teaching of Islam and the real moral of Muhammad based on the verbal signs. Through the action above, it directs the readers should be aware to

Islam especially the ISIS. It creates 'inference' that both the verbal and visual signs are certainly shown to mock Islam. The short conversation of the two creates the inference of the story which represents the satirical illustration towards the teaching of Islam and the Messenger of Islam that is contained in the cartoon. Considering that cartoon which contains drawing, word, and panel and implies signs is one of literary works, so the most suitable theory for the understanding the cartoon is semiotic theory of Charles Sanders Peirce.

The fundamental of Peirce's semiotic focuses on the relation of trichotomy in the signs contained in literary work especially cartoon. He divided semiotic into triadic relations (Innis, 1985, p. 5-6),

"A sign, or representamen, is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object".

He categorized the signs into three constituents, and those are representamen, object, and interpretant. A representamen is a visible object or its shape that the sign takes – 'the sign vehicle'. An object is the sign referred to – 'a referent'. An interpretant is the effect of mediation produced in mind – 'significance' or 'thought'.

To find the final result of this research, the researcher needs to focus on analyzing which is based on the three category distributions that C.S. Peirce reveals namely firstness, secondness, and thirdness. Firstness, Secondness, and Thirdness are important fundamentals in Semiotics of C.S. Peirce in his system of triadic relations. Firstness is the absolute probability, Secondness is the singular or the

actuality, and Thirdness is a settlement as formal interaction (Deledalle, 2000, p. 16). Peirce states that the category of Firstness as a representative quality or possibility of the sign. Firstness is the sign itself without relating it to secondness and thirdness. The category of Secondness is the actual existence of the sign. Thirdness, the category of 'mediation' is 'possible illustrations' which is produced by mind. It is about some illustrations than definition or something spoken (Deledalle, 2000, p. 49).

Using the triadic analysis, the research is expected that the explanation of the signs of the illustrations can be successful. The researcher requires to do some analysis steps. First, to discover the signs, the researcher needs to analyse the representamen. Second, to discover the relation of the signs to the reality, the researcher analyzes using the object. Third, to discover what is in mind of the signs which is contained in the satirical illustrations, the researcher analyzes using the interpretant. In the cartoons, they are gathered in iconic as drawing, symbolic as word, and indexical sign as panel.

1.2 Research Question

From the explanation of the background of study above, the researcher decided the exact research question. What are the representations of Islam contained in the signs of the satirical cartoons by *Charlie Hebdo Magazine* in the News?

1.3 Objective of Study

The objective of study is to find out the satirical illustrations towards Islam that are contained in the signs manifested in the cartoons of *Charlie Hebdo Magazine* in the news.

1.4 Significance of Study

The significance of this study is the application of one of Linguistics branches, Semiotics and the contribution for the development of a research in analyzing cartoon by using the theory of sign. The expectation for this research is that it can be an additional information about the study of cartoon for the next researchers, so that they who will focus in researching the same field can understand easily with the simple explanation of this research. Therefore, this research is supposed to be able to present the next researchers to enrich their insight about the definition and functions of the sign study. Besides, it also can function as reference how to apply semiotic theory especially Peirce's triadic signs in analyzing a cartoon through the research findings and discussion.

1.5 Literature Review

The first research is a graduating paper by Juli Prasetya with the title "Kajian Makna Simbolik pada Wayang Bawor (Analisis Semiotika Charles Sanders Peirce)" in 2016. The research is about the interpretant of *Wayang Bawor*. It applies semiotic theory from C.S. Peirce. It focuses on analysing the signs contained in *Wayang Bawor*. It concludes that the meaning and symbol in *Wayang Bawor* have the human values which is sublime and Islamic. Furthermore, *Wayang Bawor* is used as Banyumas human symbol.

The second research is a journal with the title "Makna Karikatur Interpretatif Nabi Muhammad pada Cover Majalah Charlie Hebdo" in 2012 created by Rizki Amalia Yanuartha and Sih Natalia Sukmi. The journal analyzed the cover of Charlie Hebdo's magazine used semiotic theory of Roland Barthes. It explains that the illustration drawn in front cover of the satirical magazine is not the drawing of Muhammad but is about opinion cartoons. In the research, one of the cartoons describes a sick Muslim sitting on the wheel chair pushed by a European, and some people thought that the picture is insulting Islam, so many people protested about it. Some people thought that it is Muhammad, and some people thought that it is not. The researcher claims that it is not Muhammad. The different backgrounds of society influence the understanding about the picture based on the semiotic theory of Barthes that focuses on the myth which will produce a culture.

The third research is a journal entitled, "Studi Semiotika Pierce pada Film Dokumenter 'The Look of Silence: Senyap'" in 2017 by Ahmad Toni and Rafki Fachrizal. The content of the journal is about to know the meaning that contained in that short movie by analyzing the signs in it using semiotic theory of Peirce. It explains that some scenes in this movie relates to human rights violation through the construction of murder scene. It represents the violation of the procedural right in that film.

The fourth research is a graduating paper by Mokhammad Khadiid Syaifullah "The Teachings of Salafi in Life with the Ahmad Family Comic: Peirce's Semiotic Analysis" in 2020. It observes a comic using semiotic theory of Peirce. The researcher discovered that there is Salafi teaching contained in the signs of the

comic such as the uncompleted illustration of living creature which implies that drawing figural representation is certainly prohibited in Islam. Besides the Salafi teaching, it also explains several teachings of Islam found in the comic.

The last research is a journal from Mukhsin Patriansyah entitled “Analisis Semiotika Charles Sanders Peirce Karya Patung Rajudin Berjudul Manyeso Diri” in 2014. The journal is about the signs contained in *Patung Rajudin*. The meaning of *Patung Rajudin* has strong relation to the culture of Minangkabau. The signs imply that the good deeds will create success while the bad deeds will create failure. It concludes that the signs contained in *Patung Rajudin* is to deliver about the social message for women in Minangkabau.

Distinguished from the five researches, this research also analyzes the signs contained in literary work especially cartoon, but the object and the theory applied are different from them. Several studies use the same theory with different object, and one of it analyzes the cartoon of *Charlie Hebdo* that illustrates the Prophet Muhammad using the theory of signs according to Roland Barthes. The difference semiotic theory between Peirce and Barthes is Peirce's focuses the system of trichotomy relation among representamen, object, and interpretant, while Barthes' focuses on analyzing the signs based on denotation and connotation. Semiotics of Peirce analyzes the signs contained in literary work logically and rationally, while Semiotics of Barthes has the connotation as the second level of sign which has the relation to the myth.

1.6 Theoretical Approach

The theory used in this research is semiotic approach. Semiotics is one of linguistic interdisciplinary that concerns about sign. “Semiotics is for Peirce, the theory of semiosis (the action of the sign, the sign in action, that is to say: in process) or inference from signs” (as cited in Deledalle, 2000, p. 84). According to C.S. Peirce in the book Charles S. Peirce’s Philosophy of Signs Essays in Comparative Semiotics notes that the semiotic theory is triadic relation which are thus Firstness, Secondness, and Thirdness. There are three constituents of semiosis (the process of sign) namely the representamen, the object, and the interpretant (Deledalle, 2000, p. 18). Pierce’s categories cannot be conceived separately, and they are logical not psychological. The researcher concludes that Pierce’s semiotic categories of signs give meaning to the universe including an illustration such as cartoon rationally.

A representamen is a visible object or its shape that the sign takes – ‘the sign vehicle’. An object is the sign referred to – ‘a referent’. An interpretant is the effect of mediation produced in mind – ‘significance’ or ‘thought’. The triadic relation is firstness, secondness, and thirdness. The three formal constituents of semiosis are the representamen, the object, and the interpretant, and Peirce subdivides each element into trichotomy. In representamen, a sign can be interpreted with qualisign (firstness), sinsign (secondness), and legisign (thirdness). In object, there are icon (firstness), index (secondness), and symbol (thirdness). In interpretant, a sign can be interpreted with rhema (firstness), dicisign (secondness), and argument (thirdness).

Likewise, Johnson found that cartooning is the development of caricature (as cited in Dines-Levy, 1990, p. 8). Besides, it can be developed that the whole animation is admitted as cartoons, and the drawing of the cartoon character itself is recognized as caricatures. Cartoon consists of caricature image and a few sentences. The cartoon genre of *Charlie Hebdo Magazine* involves the editorial cartoon which is to present opinion with the strong satire and sharp caricature. In conclusion, the cartoons can be analysed using the semiosis to know the implication of the cartoons logically and rationally. All of the semiotic categories of Peirce are applied in the cartoon, but only several elements of the components imply the satirical signs towards Islam in each cartoon edition.

1.7 Method of Research

1.7.1 Type of Research

The type of the research is a descriptive qualitative method which means the researchers must interpret the factual data that is related to the research in the explanation. “Qualitative research is interpretative research (Creswell, 2009, p. 177)”. The researcher has full role in interpreting the data. This type of research chosen is because the data is in the form of words and images. Then the researcher uses library in order to obtain the data and the theory.

1.7.2 Data Sources

The main source of this research is taken from American News website. It is from Vox official account channel on YouTube entitled *Charlie Hebdo's most famous cartoons, translated and explained*. The video has been translated into English.

1.7.3 Data Collection Technique

The research uses documentation technique for collecting the data. Written sources are needed to get the data for documentation technique (Zaim, 2014). First, the researcher watches Charlie Hebdo's cases through a translated video from Vox. Second, the researcher observes the caricatures for gaining the data. Third, the researcher determines the signs which contain satirical meaning implicitly towards Islam. Fourth the researcher sorts and selects the data which are going to be used in this research. Finally, the researcher distinguishes the signs based on the satirical meanings toward Islam which are discovered in the cartoons.

1.7.4 Data Analysis Technique

The method of this research is equivalent method (Einar Haugen as cited in Sudaryanto, 2015, p. 33-35), and the sub-method is referential equivalent method. In this sub-method, the result determined is the actuality of the referent of language. There are several steps for analysing the data. The researcher analyzes the triadic elements: representamen, object, and interpretant. The research interprets the signs of each element in the trichotomy. The researcher establishes the arguments of the findings. The researcher adjusts with Quran and hadith. The researcher sums up the conclusion.

1.8 Paper Organisation

This paper consists of four chapters. The first chapter is introduction. It consists of background of study, research question, objective of study, significance of study, literature review, theoretical approach, and method of research. The background of study delivers the problem, the theory, and the urgency. Research

question is about problem statement while objective of study answers the research question. Significance of study delivers the significance of this paper, and literature review is to inform the previous research with the same object or the same theory. Theoretical approach informs the reader about this paper's theory. Method of research consists of type of research, data sources, data collection technique, and data analysis technique. Then, the second chapter is theoretical review. It describes the semiotic theory of C.S. Peirce that is used by the researcher. The third chapter consists of discussion. The last chapter is conclusion and suggestion.



CHAPTER IV

CONCLUSION & SUGGESTION

1.1 Conclusion

Through the research findings and discussions, the researcher is able to find out several satirical illustrations directed to Islamic teachings contained in the signs of Charlie Hebdo's cartoons. The first satire is the sentiment of Islamization for future France predicted by Michael Houellebecq. The second is declaring peace by illustrating the forbidden action between two men in Islamic teaching. The third is mocking ISIS by illustrating the Prophet Muhammad as an infidel. The fourth is positioning the Prophet Muhammad as the editor of a satirical cartoon. The signs of the cartoons imply the satirical meaning toward Islamic teachings and the Messenger of Allah. By analysing the data findings and the discussions, the researcher can conclude that there are some reasons why CH and the staff release the cartoons of mocking Islam continuously however they get criticisms and threats from Muslims till the office was attacked by the extremists. Those several reasons are attracting people's attention to reach the popularity of their magazine, gaining much money because they were on hiatus due to the lack of funds, being satisfied in conveying the freedom of expressing something inappropriate, and embracing Islamophobia. CH and the staff are not regret in publishing the satirical cartoons about Islam and the Messenger of Allah, and they claim to uphold freedom of expression. They actually are only spread hatred and hostility towards Islam.

1.2 Suggestion

Semiotics is a branch of linguistic study, and it concerns about the theory of signs. Some researchers use Semiotics to analyse comics, advertisements, and others or vice versa. The research focuses on analysing several satirical cartoons which is intended to Islam using semiotic study. It is certainly could be observed by using other object and theory. The researcher realizes that there are many shortcomings in the research. For the next researches, the researchers are expected to be more optimal in analysing the various cartoons using the semiotic theory, exactly Semiotics of Charles Sanders Peirce. Following this, the researchers are also able to associate the others studies or theories such as Pragmatics and Sociolinguistics in examining cartoons. Besides, the other fascinating and unique cartoons can also be browsed by the coming researchers in order to develop the study. There will be more great research for the future, if the researchers are able to develop it.

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