

**DIRECTIVE SPEECH ACT IN THE LEGEND OF PUTRI HIJAU COMIC
BOOK**

SKRIPSI

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ABSTRACT

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This study discuss about the directive speech acts in The Legend of Putri Hijau comic book. The objectives of the study were describes the types of directive speech acts and to show how the directive speech acts were used in The Legend of Putri Hijau comic book. The types of directive speech act are command, request, order and suggestion. This research used descriptive qualitative method. The data was taken from the text of the book. Based on the result of this research of the directive speech acts in The Legend of Putri Hijau book , it was found totally 17 dialog using types of directive speech act. There are request 11 act, command 3 act, suggestion c act and order 0 act. The most dominant speech acts used in The Legend of Putri Hijau comic book where the directive speech act occurred is request act.

Keywords: Speech Acts, Directive, The Legend of Putri Hijau

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The Researcher

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CHAPTER I

INTRODUCTION

A. Background of The Study

Communication is the act of speech to receive, convey meaning or transfer information, ideas and feelings carried out by one individual with another group. Weekley (1967) state that communication is the process or act of transmitting a message from a sender to a receiver, through a convey and with the intervention of noise. It means that, human as social beings need to do communication with someone else. People has mind which can improve and can be improved by discussing and sharing about ideas, opinions or feelings with other people. for example, a teacher in the class asking students to answer a questions about the material that has been submitted, then a student responds to a teacher's question and answering questions that have been given by the teacher. Therefore, Human life cannot be separated with communication in their daily activities. When they want to communicate each other, people use language as a medium for their communication. this is similarly Halliday said “languange can not be separated from society”. To do communication, someone need a tool that called a language. By using a language, people can communicate expression what we need.

Language is the most important things in our life which take a part as communication tool with each other. human will get difficulty on expressing their ideas, opinions, and sense without language. Language is one of the most important element of communication. According to Mey (2009) Language is an inseparable thing in human lives. Austin was persuaded that we do not just use

language to say things , but also to do things. There are many countries in the world and also there are many different languages in each country. For example is indonesia. Indonesia is a country has many various language and dialect. Although, Indonesia has national language to integrate the diversity of language. futhermore a world, world not only consist of many countries but also many languages. To combine the contrast of language in the world, world also has international language that is English. English as international language makes easier to discuss a particular topic, regardless where they are speaking. People in the world can make a conversation to reach the goal of social life.

English is world broadly spoken to communicate each other in all the fields, such as education, economy, technology, social and cultures. In this manner most countries make English as the first language studied after their native language. Indonesia as a developing country sees that examining English as foreign language is very important to survive in this globalization. English language is a global language that is very participation in global interaction and communication with progress and competition of globalization. English has become one of the keywords be able to hold all aspects, good a political, business, social and culture. Indonesia in 2015 has entering free market (Masyarakat Ekonomi ASEAN) to require individual for preparing to reliable resource, especially in the technology. This situation of this role of English is very important in mastering technology communication and interacting directly. In global communication, English must actively mastered in spoken or written. So that, the language used in communication is really communicative, form of

language must be adjusted with language situation. To conduct a good communication, studies are needed that discuss the meaning and utterances of the speaker and hearer. The study about meaning and utterance are pragmatic.

Pragmatic study in the cover of language use is the most important in the era of global computing and communication, especially in the industrial era 4.0. This reason is based on the development that the industrial era 4.0 enables the information to grow immediately without any limit. The importance of understanding the several aspects of speech acts is a must, that communication can be good organized. The continuation of understanding between the speaker and the listener is a very important thing that will express that the communication is running well. This study still focused on the speech acts by Fawcett (1997) state that speech actor speech act is a part of pragmatics.

To show their expressing, someone should express it by uttering words and also perform their actions via those utterances. By producing utterances, a speaker sends a message to a listener. Actions that are performed through utterances were generally called *speech act*. Austin divided *speech acts* into three elements: the firstly, *locution* (saying something with a certain meaning in traditional sense), the secondly, *illocution* (the performance of an act in saying something/ the speaker's intent/ the true of speech act), and the thirdly *perlocution* (an effect on the feelings, thoughts or actions of either the speaker or the listener). The writer will do the research about directive speech acts. In this research will analyze directive speech acts in The Legend of Putri Hijau Comic book.

The legend of Putri hijau book with a picture story that has a brand called Gomic. Gomic is a comic brand that contains stories about the legends of North Sumatera with several legend stories in it, namely the legend of Lake Toba, the legend of Lake Lau Kawar, the legend of the sigale gale statue and the legend of Putri Hijau. Gomic has been published since June 2018, gomic is one of the original comic brands made by our team that has two languages (Bilingual), namely Indonesian and English. in addition to introducing our products to the international by using two languages we also support English as a global language.

In the legend of putri hijau comic text has some types of utterances. It is also includes the directive speech acts, that can be analyzed, there are many characters and there are conversation between or among the characters, therefore The researcher interested to analyze the Directive Speech act in The Legend of Putri Hijau Comic book

The identification of The Problem

The problems were formulated as follow:

1. The kinds of The Directive Speech act used in The Legend of Putri Hijau Comic book
2. The form of The Directive speech acts used in The Legend of Putri Hijau Comic book

B. The Scope and Limitation

The scope of this study was speech act and it was limited on directive speech act. This study was focused on four types of The Directive Speech act. There were request, command, suggestion and order.

C. Formulation of The Problem

The problems of this research were formulated as follows:

1. What kinds of directive speech acts used in The Legend of Putri Hijau Comic book?
2. How directive speech acts are used in The Legend of Putri Hijau Comic book?

D. The Objective of The Study

The Objective of the study are stated as follows:

1. To find out The kinds of The Directive Speech act used in The Legend of Putri Hijau Comic book
2. To find out form of The Directive Speech acts used in The Legend of Putri Hijau Comic book

E. The Significant of The Study

The researcher hopes that the research gives the useful information for readers. The significance of the research can be seen as follows:

a. Theoretical

This research helps in learning English about speech acts, especially the directive speech acts

b. Practical

The result of this research will be expected to give precious contributions to the lecturers, university students and future researcher and many more. For the lecturers, this research might become a meaningful contribution in teaching english

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Pragmatic

Pragmatic is the study of meaning in use language and concern in their context. Pragmatic is the study of the exchange between linguistic forms and the users those forms. There are some explanation of pragmatics. According to Yule in his book (1996:3) state that, the firstly, pragmatics is the study of utterances as communicated by a speaker and interpreted by a hearer. The secondly, pragmatics is the study of contextual meaning. It requires a consideration of how a speaker organizes what he or she wants to say something. The thirdly, pragmatics is the study of how the listener gets the implicit meaning of the speaker's utterances. The last, pragmatics is the study of the expression of a relative distance. It is affected as the study of the relationship between linguistics forms and the users of those forms. In other explanation Leech (1983:6) states that pragmatics is the study of meaning which is related to the speech situations. He said that pragmatics can be seen as a way to solve problems which can arise, both from the perspective of a speaker and a listener. The one advantage of studying language though pragmatic is that one can we address about people's supposed meanings, their opinion, their purposes, and the kinds of actions. For the example, request, recommend that they are performing when they speak with each other. The one disadvantage of studying pragmatic is that every human concepts or theory are

really difficult to analyze in objective way. Somebody having a conversation or communication it means that expect some other without giving any clear about linguistic prove that ready to get the point to as the accurate source of the meaning of what was communicated.

The definition and concepts of language refers to the fact that for understanding a language utterance requires knowledge through the meaning of words, namely the relationship with the context of its use. Based on the definitions by some experts, the role of context is very important in studied language. Similarly, Mey (1993:42) she said that pragmatics as the study of human language uses' form, which has a close relationship with the context of society.

Based on the explanation by some expert it can be concluded that pragmatics is the study of language in using of meaning produced by word that can be seen at the context that exists when the speech takes place. It can be known the meaning desired by the speaker in other context. In communication process that something happened is called speech act. speech act is occurrence or on going linguistic interaction in one or more forms of speech involving two people at least, namely speakers and listener.

2. Speech Act

The theory of speech act is introduced by Searle said that in daily life, there are at least three types of speech acts. Searle (1996) He said that speech acts

divided into three types, namely locution (*locutionary act*), illocution (*illocutionary act*), and perlocution (*perlocutionary act*).

Handayani (2016) has quoted by Searle explanation that speech acts are divided into three kinds, those are locutionary acts, illocutionary acts, and perlocutionary acts. On the other hand, Isnawati et al. (2015) stated that “in uttering a sentence, a speaker is generally involved in three different acts: “locutionary act, illocutionary act, and perlocutionary act”. The three kinds of speech acts in the definite of communication usage in the community are locutionary acts, illocutionary acts, and perlocutionary acts. This implies that when individuals conversation, they use the language to achieve a variety of capacities such as communicating diverse feelings, beginning from opinion or even insulting somebody. All of the things characterized earlier can be said to act speech in the process of speaking. moreover, he stated that in the speech acts study, there are three things to examine, namely the language used, the intention of the conversation, and the interaction in the social context. Wijana (1996) state that the act of locution is the act of saying something, is a speech act that aims to declare something. The act of illocution is a speech act aimed to do something. In other word, perlocution act is a speech act that aims to declare something with the intention to produce certain effects to influence the listener. Sulistyono (2013) states that the speech act is person's ability in using language to convey messages to listener. From the explanation of the speech acts by some experts, it can be definite that the speech act is person's skill in spoken language with the aim to transfer messages to the listener by paying attention to the context of the speech

act. Speech acts are divided into three, particularly locution, illocution, and perlocution.

3. The classification of Speech Acts

To related understanding about speech act Austin and Searle (1975 & 1979) state that speech acts are classified into five types. According to Yule in his book (1996: 53-55) explained one ordinary arrangement system lists five types of general purposes performed by speech act, There are:

3.1 Assertive

Assertive, the utterance that difficulty speakers to the certainty of the proposition, such as explaining, suggesting, bragging, disagreeing, and defending. Assertives same as Representatives in other theory, Yule (1996:53) state that Representatives are those kinds of speech acts that state what the speaker accepts to be the study or not. For example:

- a. The leaf is green
- b. Papper is so spicy

3.2 Directive

Directive is a speech that desires to produce a reaction by speaker to a hearer in the form of an action to make a listener to do something. Yule (1996: 53) state that directive are those kinds of speech acts that speaker use to get someone in addition to do something. They are, commands, orders, requests and suggestions. For example:

- a. Please, open the door!

- b. Don't forget bring it!

3.3 Declaration

Declaration speech act is a category of a very different act of saying such as firing, punishing, and obtaining. It means that the speaker must have a specific uninteresting role, in specific contexts, to show declarations indeed. For the example:

- a. I forgive you
- b. She decided to go to Japan

3.4 Commissive

Commissive is an utterance that expresses promise or offer, such as promising, swearing, and offering something. Commissive act is a speech act since the speaker is connected to an action in the future. For example:

- a. I promise, I never change
- b. If you become the first winner, I will give you a gift

3.5 Expressive

Expressive is a speech that shows the psychological attitudes of the speaker. The process to express this expressive of perspective is to like say thank you, apologize, blame, praise. For example:

- a. Congratulation on your graduate
- b. I'm really sorry to come late

4. Description of Directive

Directive speech acts is the one of type speech act used by the speaker to get someone to do something. Searle (1979) state that Directives are illocutionary acts that are attempted by the speaker to make the listener to do something, commands are one of the parts of directive speech. In Searle there are many types of directive speech act such they are ordering, commanding, requesting, advising, recommending. According to Charles W. Kreidler (1998:190) has three parts of directive speech acts can be known: commands, requests, and suggestion.

There are many theories used in types of directive speech act explained by expert. Each expert has a different theories. However, experts refer to the rule in the statement of directives speech act. The researcher still focus on one theory that is from Yule on Pragmatic book. According to Yule (1996:54) he state that they express what the talk needs. They are commands, request, suggestions and orders.

a. Commands

Command is effective as it were on the of chance that the speaker has some degree of control over the actions of the recipient. Command also means that sentence which normally have no grammatical subject, and whose verb is in imperatives. The one purpose of command is to explicit a person or people with the right to be accepted, to do something what speaker wants. For example:

1. Please, Close the door!
2. Open your book!

b. Request

A request is an action of what the speaker wants the addressee to do something from doing something. A request does not assume the speaker's control over the person addressed. The purpose of request is to demand someone to do something what speaker wants in polite ways. For example:

1. Will you bring me an English book?
2. Can you help me?

c. Suggestion

Suggestions are the speaker's expression to provide opinions almost what the addressee should or should not do. The purpose of suggestion is to give his or her opinion to the listener on how that order should be having acts. For example:

1. I suggest you to stop talking about them
2. You must be patient!

d. Order

Order is something that someone is told to do by someone in authority. A request to make or supply goods also called order. Order is a formal written instruction for someone to do something directly. For example:

1. any a slice of bread? Only a slice
2. a cup of tea. Make it stir.

5. Description of comic book

Comic is interpreted as a picture story that is easily digested and funny (usually found in newspaper magazines or made in the form of a book). In general, comics can be interpreted as one of the media that serves to convey a story

through picture illustrations to describe the story. In addition, comics can also be interpreted as literary works in the form of stories that are displayed in the form of pictures, which in the story there is a leading figure. Comics generally contain fictional stories, as with other literary works. comic books are types of comics that are packaged in the form of books and usually in one book that contains a complete story. Comic books are usually in the form of series and one comic book title often appears in dozens of series and does not need to be endless. Some of these comics feature stories that are preserved, but some are not.

Comic book is the one collection of comic strips, generally telling a single story or a sequence of different stories. The first true comic books were marketed in 1933 as giveaway advertising value. By 1935 reprints of newspaper strips and books with creation stories were selling in large quantities. By the turn of the 21st century, Japanese comic books (*manga*), with their great variation in content and effect, had achieved worldwide popularity, and comic represented a thriving subculture. Comic books are often used to deal with serious subjects.

6. Description of The Legend Putri Hijau Book

The legend of Putri hijau book with a picture story that has a brand called Gomic. it is a comic brand that contains stories about the legends of North Sumatera with several legend stories in it, namely the legend of Lake Toba, the legend of Lake Lau Kawar, the legend of the Sigale gale statue and the legend of Putri Hijau. It is a brand logo called "GOMIC" which stands for the word "Go" which means Goes To International while "Mic" is Comic. The GOMIC logo has a background in the Maimun Palace which is an icon of North Sumatera. The

women who sit in front of Maimun Palace are us as the princess of North Sumatra who are ready to preserve the local wisdom of North Sumatra. In the middle of the word GOMIC there is the island of North Sumatera with a red mark in the middle of the island which means the capital of North Sumatera, the city of Medan. The blue color is Lake Toba.

Gomic is a student creative product made by our team of University Muhammadiyah of North Sumatera students. Our interest in making Gomic is because it wants to preserve the local wisdom of North Sumatra to the international arena. Gomic has been published since June 2018, gomic is one of the original comic brands made by our team that has two languages (Bilingual), namely Indonesian and English. in addition to introducing our products to the international by using two languages we also support English as a global language.

7. Synopsis

The legend of Lake Toba tells the story of a poor young man in a village. One day, he went fishing and managed to got the fish. The fish turns into a beautiful woman who he later marries. Marriage was required a promise, namely Toba must keep the origin of the wife to anyone. Long story short, they were blessed with a son named Samosir. When he grew up, Samosir finished all the food that was destined for his father, suddenly his father was angry and said "You little fish ".Not long after that, the water gushed from beneath the soles of his feet, which eventually became large, so that the surrounding villages sank and a lake

was formed, in the middle of which there was an island that was said to be the physical Samosir.

Once upon a time, there was a famous Raja (Name Raja Rahat) in Samosir and had the only child who was the King's favorite named Raja Manggale. At that time, there was an attack in the border area of their territory, so that the King sent his son Raja Manggale to lead as war commander at that time. But what happened in the middle of the battle, Raja Manggale died and did not return to the home of the King Rahat. Heard the news, the King was so sad that he fell ill. The king was so loved by his people that all the people came in droves and brought doctors to heal the king. Until one day a physician came to say that the King fell ill because he missed his son.

One day, the villagers held a traditional event as a thanksgiving because of the abundant harvest. All villagers attended the event, but there was only one grandmother who did not come to the event. He also could not go out to attend the event there. The grandmother hopes that her child will stop by her house and invite her to the event. However, his son and his family did not stop by and they continued to walk towards the traditional event. Grandma felt sad and she lay down crying. When the customary ceremony is over, the child only remembers his mother. He also asked his grandchildren to wrap food to be given to grandma. The grandmother was surprised and happy when her grandchildren came to bring food. grandmother knew that the contents of the package were leftovers from traditional events. He hopes that God will reward his son's rebellion. A few days later there was an earthquake, lightning struck the ground, and the rain fell unceasingly. The

rain fell so hard that in a moment the village of Lau Kawar was submerged and became a crater

B. Relevance Study

This research is the result of the product of the student creativity program (PKM) which is held annually. This product has passed the Student Scientific Week (PIMNAS 31) at Yogyakarta State University in 2018. This product is a book in titled The Legend of Putri Hijau which was published in June 2018 with the ISBN 978-602-6653-47-5.

The researcher used a previous studies related with this research to conduct this study. The first previous study related with this research is "*Tindak Tutar Direktif Dalam Dialog Film "Ketika Cinta Bertasbih" Karya Chaerul Umam*" by Fitri Kristanti in 2014. The purpose of this study to describe the form of directive speech acts and to know the function of directive speech acts. This research is used descriptive qualitative method. In this research has five directive speech acts are found, namely commands, requests, invitations, advice, criticisms, and prohibitions.

The second previous study is "An Analysis Of Directive Speech Acts In The Fault In Our Stars Movie Script" by Febi Rosella wijaya and Jauhar Helmi in journal JOEPALLT, volume 7 No. 1 Maret 2019. This study purpose to classify the directive speech acts, to investigated how often the direct speech acts performed and which type of directive speech acts that are most regularly used. This study used qualitative research method by collecting data from read the

movie script, analyzing the dialog of each characters, watch the movie. A total of 40 directive speech acts were successfully analyzed.

The researcher was interested in doing research in directive speech act The Legend Of Putri Hijau Comic Book. The objective of this study is to analyze and find out the form of the directive speech act in the dialog that appears on the comic. The benefits of the research are expected to assist the reader in conducting research about this study.

CHAPTER III

METHOD OF RESEARCH

A. Research design

This research was used descriptive qualitative research. Qualitative research is a research that produces descriptive data, speech or word and practice that can be realized by the subject itself. Shodiq (2003) he said that qualitative research does not consist of any calculation and likely statistic. Moleong (1991:11) said that methodology qualitative as procedure the result of descriptive data in the form of written or vocal words from person or activity which is researched. This research also apply to descriptive study since it just collects and describe The Directive Speech Acts in The Legend of Putri Hijau's Book. Descriptive research is non hypothesis research, therefore in the research conduct, it does not need assumption (Arikunto, 2014 (Arikunto, 2014)). It means that the method is expected to make a systematic and accurate description focusing the fact and the aspects of research the data. By using this method, the writer would like to collect and describe The Directive Speech Acts in The Legend of Putri Hijau Book

B. Source of The Data

The data of this research were The legend of Putri Hijau Comic Book. Futhermore, The book of The Legend Of Putri Hijau was published on Juni 2018 1st edition.

C. Technique for collecting data

The technique for collecting the data were stated as follow:

- a. Reading all the contents in The Legend of Putri Hijau Comic
- b. Finding and Listing all the word contains Directive Speech Acts
- c. Classifying types of Directive Speech Acts which were used in The Legend of Putri Hijau Comic such as Command, request, suggestions and order.

D. Technique of Analysis Data

The concept of the data analysis used procedures as follow:

- a. Data collection. In this step, it was collected all the notes that have been made based on observations that have been made.
- b. Data reduction and categorization. This step, the process of simplification and categorization of data is carried out.
- c. Data display, is the process of displaying the results of data reduction and categorization in a matrix based on certain criteria.
- d. Conclusion, if the data display results show that the data obtained is sufficient and in accordance with the information needed, a conclusion is drawn using the theory and the results of observed the data

CHAPTER IV

DATA AND DATA ANALYSIS

A. Description of the Data

The data were collected and selected from The Legend of Putri Hijau Comic Book by Harfeey publisher a written by students at UMSU (Rizki Ajura, Meily Winie, Nabliah Khalisah, Dinda Dewi). The Legend of Putri hijau book has contains stories about the legends of North Sumatera with several legend stories in it, namely the legend of Lake Toba, the legend of Lake Lau Kawar, the legend of the Sigale gale statue and the legend of Putri Hijau. The data of this study was Directive Speech Act that included request, suggestion, command and order.

B. Data Analysis

The data was taken from the narrative text contained in The Legend of Putri Hijau comic book, this book has four story titles in one book. There are the legend of lake toba, law kawar lake and Sigale- gale Statue. To show the analyze use of directive speech acts in each narrative. The data was divided into four types of directive speech acts, namely commands, requests, orders and suggestions. The data following:

a. Request Act

Dialogue 1 Lake Toba (request)

Ikan mas: tolong jangan sakiti aku

Toba: suaranya berasal dari sini, apa Cuma perasaanku saja ?

Ikan mas: please, don't hurt me

Toba: the sounds come from here, am I wrong ?



Based on the dialogue between ikan mas and toba was directive speech act with the type of request. Ikan mas ask toba not to eat or fry it as toba's dinner.

Dialogue 2 Lake Toba (request)

Ikan mas: wahai pemuda, tolong jangan sakiti aku

Toba: k-kau bisa bicara ?

Ikan mas: ooh man, Please don't hurt me

Toba: you can speak out ?



It can be seen the dialogue between ikan mas and toba was directive speech act with the type of request. Ikan mas repeat its request to toba as not to hurt its by eating or frying it. Because toba does not believe that ikan mas can talk.

Dialogue 3 Lake Toba (request)

ikan mas: iya, kumohon jangan sakiti aku. Kasihanilah aku, jangan makan aku.

Ikan mas: yes, please don't hurt me. Have mercy on me, don't eat me.



From this dialogue, it can be seen the type of speech act is request. It convinced its request. Ikan mas ask toba to mercy and not hurt it. There was two types of request in one dialogue.

Dialogue 4 Lake Toba (request)

Ikan mas: sebagai hadiah, terimalah sisik ku ini

Ikan mas: as a present, take my scales



It can be seen the dialogue used directive speech act with the type of request. Ikan mas request toba to take its scales as a gift, because toba has fulfilled its request not to hurt its.

Dialogue 5 Lake Toba (request)

*Ikan mas: **berjanjilah padaku, betapa nakalnya anak kita nanti, jangan pernah sebut dia “anak ikan”***

Ikan mas: **promise me, even thought our son is naughty, don't say to him that he is “ a son of fish”**



Based on the dialogue of ikan mas, it was found directive speech act with the types of request. Ikan mas give some request to toba that promise its no matter how naughty their child is, never call his child as a child “a son of fish”

Dialogue 6 Lake Toba (request)

Toba: maafkan ayah nak

Toba : forgive me kid



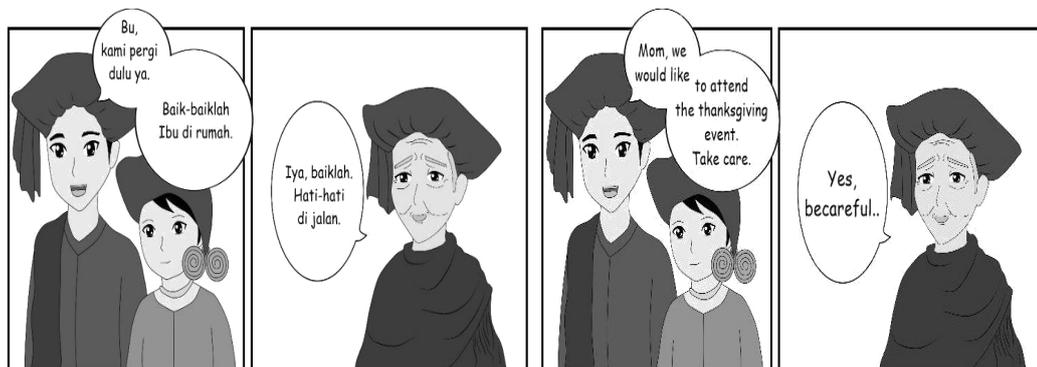
It can be seen from the dialogue was directive speech act with the types of request. Toba apologized to his son for breaking his promise and he had called samosir as “a son of fish”

Dialogue 7 law kawat lake (Request)

Ibu: bu, kami pergi dulu ya. Baik –baiklah ibu dirumah

Ibu: mom, we would like to attend the thanksgiving event, take care

Grandma: yes, be careful



The type of dialogue by using request action. Her daughter ask mom/ grandma to take care of herself, because her daughter and grandchild will attend the event and she stay alone at home. After that, grandma ask mom and her child to take care on the way.

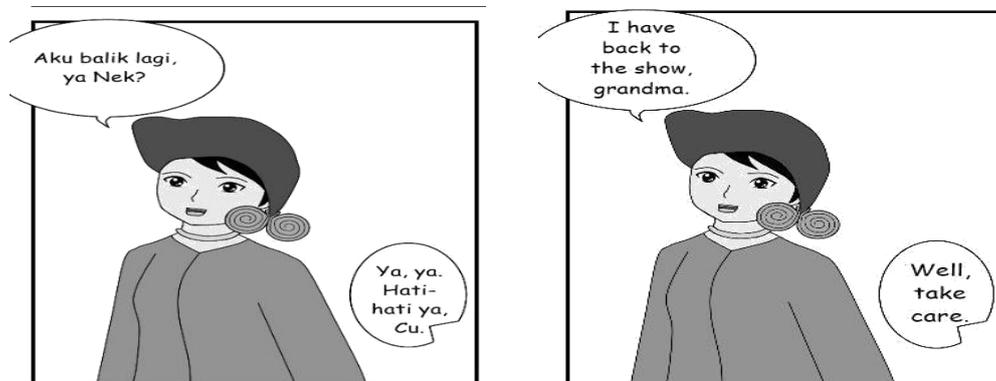
Dialogue 8 law kawat lake (Request)

Cucu: aku balik lagi ya nek?

*Nenek : yay a, **hati hati ya cu,***

Cucu : I have back to show, grandma

Nenek : well, **take care**



The dialogue used speech act with the types of request. Based on these dialogue, it can be seen that the grandchild want to go back to the party, then her grandma ask her to be careful.

Dialogue 9 Sigale- gale statue (Request)

*Ayah: Anakku manggale, **maafkan ayah.** Ayah tidak menyangkan kamu akan pergi secepat ini, ayah sangat meruindukanmu manggale.*

Ayah: my son, manggale. **I'm sorry**. I didn't expect you to pass away so soon

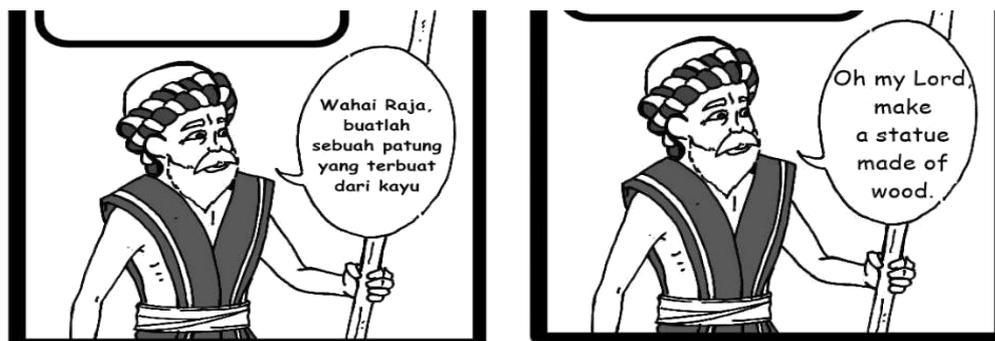


The dialogue show that the conversation used speech act with the type of request. Ayah apologize to his son, because the king asked manggale to against the enemy. But manggale died in the battlefield.

Dialogue 10 Sigale-gale (Request)

*Thabib: wahai raja, **buatlah sebuah patung yang terbuat dari kayu***

Thabib: oh my Lord, **make a statue made of wood**



Based on the dialogue, it can be seen that the dialogue was speech act by using type of request. The physician want to treat the king with his medical herbs, and he gives some request to king for making a statue made a wood.

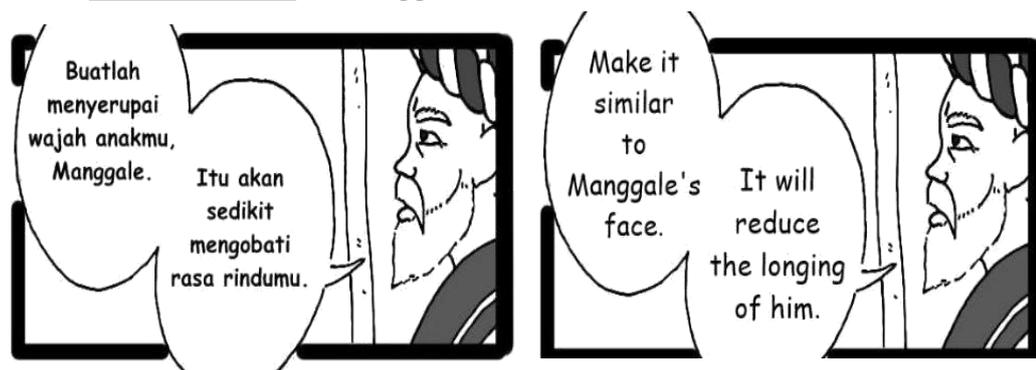
Dialogue 11 Sigale- gale (Request)

Raja: sebuah patung ?

*Thabib: **buatlah menyerupai wajah anakmu, Manggale.***

Raja: A Statue?

Thabib: **make it similar** to Manggale's face



Looking for these dialogue shows that the dialogue was types of request action. Thabib ask raja to make a stutue who similar to manggala's face. Because, it will reduce the longing of his son.

b. Command

Dialogue 12 lake toba (Command)

*Putri: **cepat antarkan bekal ini pada ayahmu.** Kalau tidak dia bisa marah*

Samosir: baik bu

Putri: **please bring this food to your father.** If you're late he will be angry.

Samosir: sure, mom



Based on the dialogue between mother and samosir, the dialogue was directive speech act in which types of command. Mother was giving a command to samosir to bring a food for his father working in the field.

Dialogue 13 lake toba (Command)

Putri: *cepat naik keatas bukit itu, nak*

Putri: **get the hill soon, please!**



Looking from the dialogue of putri (mother), the speech act which in type observed command. Her mother give a command to samosir to get the hill. Because, samosir's mother realized something that was feared happened.

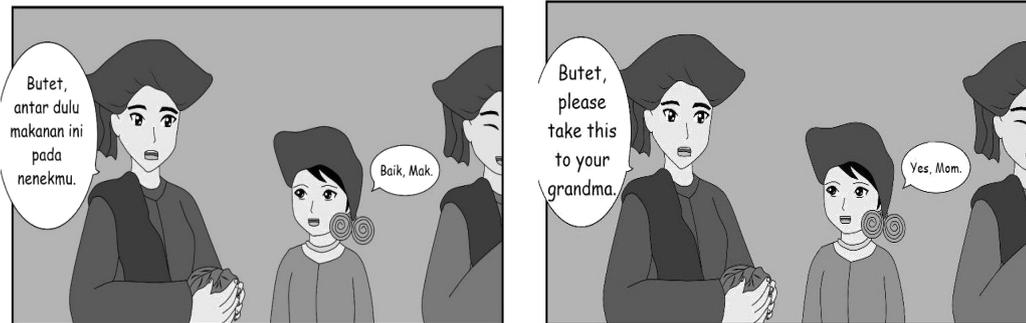
Dialogue 14 law kawar lake (Command)

*Ibu: **Butet, antar dulu makanan ini pada nenekmu***

Cucu: baik mak

Ibu: butet, please take this to your grandma

Cucu: yes, mom



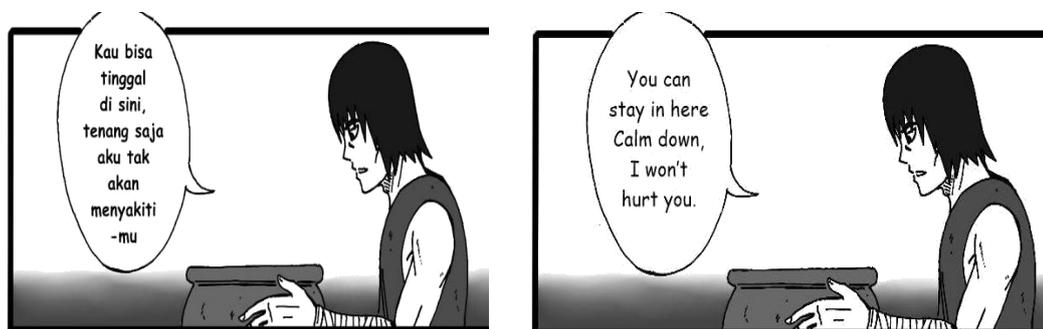
The dialogue between mom and grandma is talking about a command, it show that the speech which in type of command action. Mom orders her daughter to deliver food from the event to her grandma at home.

c. Suggestion

Dialogue 15 lake toba (Sugesstion)

*Toba: **kau bisa tinggal disini, tenang saja aku takkan menyakitimu***

Toba: you can stay in here, calm down, I won't hurt you



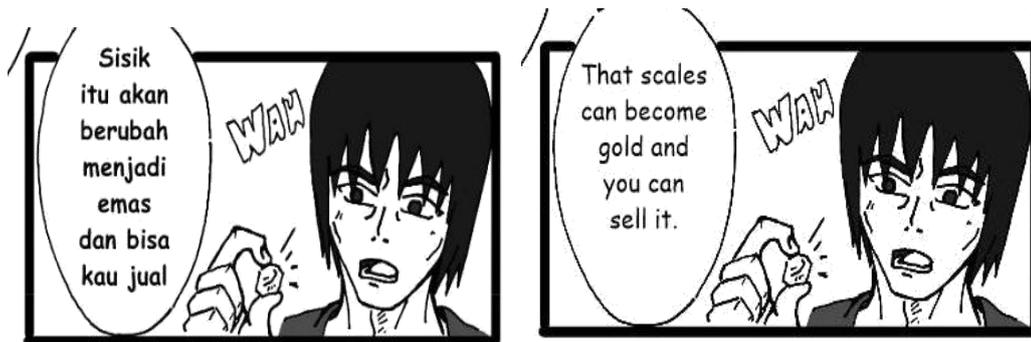
It can be seen the dialogue, the dialogue is talking about some advise. It show that the speech act used types of suggestion. Toba suggested that ikan mas

stay in the place that toba had provided its. There was include two suggestion in one dialogue.

Dialogue 16 lake toba (Sugesstion)

Ikan mas: sisik itu akan berubah menjadi emas dan bisa kau jual

Ikan mas: that scales can become gold and you can sell it

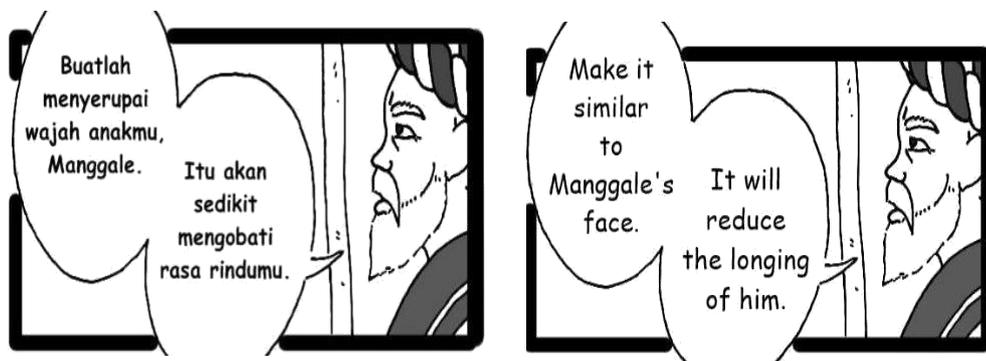


This dialogue is talking about advise, it show that speech act used types of suggestion. Ikan mas give its scales to toba, the scales will become gold and it suggest toba to sell it.

Dialogue 17 law kawar lake (Suggestion)

Thabib: buatlah patung menyerupai wajah anakmu, Manggale. Itu akan sedikit mengobati rasa rindumu

Thabib: make iot similar to Manggale's face. It will reduce the longing of him



The dialogue show that the statement was speech act with the types of suggestion. Thabib give some advise to king for making a stutue who similar manggala's face, because it will be treat the longing his son.

d. Order

Based on the three stories that have been analyze in The Legend of Putri Hijau book. there was not found type of order.

C. Research Finding and Discussion

The result from the analysis of Directive Speech Act in The Legend of Putri hijau Comic book. It was found that there were totally 17 dialogues. The total occurences from all the types of directive speech act were request act 11 occurences, command act 3 occurences, suggestion act 3 occurences, and order 0 occurences.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

The Legend of Putri Hijau Comic book has contains four story and 108 pages. The discussion in previous chapter and having analyzed the data of the result of directive speech act in The Legend of Putri Hijau Book. It was found there were totally 17 dialogues. There were request 11 act, command 3 act, suggestion 3 act and order 0 act.

B. Suggestion

After analyzing and concluding the data. it is expected can be benefit the reader. Especially for students, language learners can be improving knowledge and insight about pragmatics and the study of directive speech acts in a variety of good writing in the form of comics, novels, other types of literary works. The most important thing is the use of everyday conversation (spoken language) understand the message that is conveyed with consider the context or situation the speech. For the future researcher that the writer expects this research needs to be improved concerning the theory used, analysis, and the source of data where they are quite important in doing the research.

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Appendix I. Cover of The Legend of Putri Hijau Comic Book



The Legend of Putri Hijau

Penulis : Rizki Azura Ayu Ningtia, Nabilah Khalisah Boru
Simamora, Meily Winie Manik, Dinda Dewi

ISBN : 978-602-6653-47-5

Ilustrator : Meily Winie Manik

Penata Letak : Bolin

Desain Sampul : Tim Penulis

CV Penerbit Harfeey

Jl. Prof. Dr. Soepomo S. H. No. 5 Kota Yogyakarta

www.penerbitharfeey.blogspot.com

Cetakan pertama, Juni 2018

Hak cipta dilindungi undang-undang

Dewi, Dinda dkk

The Legend of Putri Hijau/Dinda Dewi dkk; editor, Bolin—cet.
1—Yogyakarta: Harfeey, 2018

iii + 108 hlm; 14,8 x 21 cm

Appendix II. Laporan Akhir PKM



LAPORAN AKHIR
PROGRAM KREATIVITAS MAHASISWA
KOMIK LEGENDA ASLI SUMATERA UTARA *GOES TO*
INTERNATIONAL
BIDANG KEGIATAN:
PKM-KEWIRAUSAHAAN

Diusulkanoleh:

RizkiAzuraAyuNingtia	NIM 1602050077	TahunAngkatan 2016
NabilahKhalisaBoruSimamora	NIM 1602050063	TahunAngkatan 2016
MeilyWinieManik	NIM 1602050079	TahunAngkatan 2016
DindaDewi	NIM 1602050101	TahunAngkatan 2016

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

MEDAN

2018

PENGESAHAN LAPORAN AKHIR PKM-K

1. Judul Kegiatan : Komik Legenda Asli Sumatera Utara goes to International
2. Bidang Kegiatan : PKMK
3. Ketua Pelaksana Kegiatan
a. Nama Lengkap : Rizki Ajura Ayu Ningtia
b. NIM : 1602050077
c. Jurusan : S1 Pendidikan Bahasa Inggris
d. Universitas/Institut/Politeknik : Universitas Muhammadiyah Sumatera Utara
e. Alamat Rumah dan No Tel./HP : Jl. Pancing 1 Lingkunan xi Kel. Mabar Hilir Kec. Medan
Deli, Medan, telp. -, hp. 082165459451
f. Email : rizkiazura8@gmail.com
4. Anggota Pelaksana Kegiatan/Penulis : 3 orang
5. Dosen Pendamping
a. Nama Lengkap dan Gelar : FATIMAH SARI SIREGAR S.Pd., M.Hum.
b. NIDN : 0111098402
c. Alamat Rumah dan No Telp./HP : -
6. Biaya Kegiatan Total
a. Kemristekdikti : Rp.6.800.000,-
b. Sumber lain (sebutkan...) : Rp.-
7. Jangka Waktu Pelaksanaan : 4 Bulan

Medan, 24-07-2018

Ketua Pelaksana Kegiatan,

(Rizki Ajura Ayu Ningtia)
NIM. 1602050077

Dosen Pendamping,

(FATIMAH SARI SIREGAR S.Pd., M.Hum.)
NIDN. 0111098402


Menyetujui
Wakil Dekan III FKIP UMSU,
(Hj. Dewi Kesuma Nasution, S.S., M.Hum)
NIP/NIK. 0106087503


Wakil Dekan III UMSU,
(Suhanto, S.Sos., M.Si)
NIP/NIK. 197702012005011001

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BAB 1. PENDAHULUAN

Berdasarkan data dari Tribun Yogyakarta 2013 bahwa Indonesia berada di posisi ke-2 pembaca komik Jepang di dunia. Hal tersebut juga didapat dari Jurnal Kajian Komunikasi UNPAD pada tahun 2017 ditemukan hasil bahwa anak-anak lebih menyukai komik Jepang dari pada komik-komik asing lainnya. Sehingga majalah anak-anak yang cukup populer pun harus memuat komik-komik Jepang. Sedangkan berdasarkan hasil data dari penelitian sebelumnya dengan judul “Analisis Minat Siswa SMP Negeri 2 Medan Terhadap Komik Jepang (*Manga*)” tahun 2018 bahwa 70% sampel yang terpilih telah memiliki koleksi komik Jepang lebih dari 100 jilid. Sehingga anak-anak terpengaruh dengan budaya Jepang dan melupakan kearifan lokal Sumatera Utara.

Dengan adanya permasalahan ini, kami berinisiatif menciptakan suatu produk berupa Buku Komik Legenda Asli Sumatera Utara *Goes To International* dan Aplikasi KOMIK SUMUT yang dapat diunduh di Google Playstore, yang bertujuan untuk melestarikan kearifan lokal Sumatera Utara oleh generasi-generasi muda.

Survei Pasar

komik Legenda Asli Sumatera Utara *Goes To International* yang telah kami promosikan sangat diterima baik oleh masyarakat Sumatera Utara, khususnya anak-anak SD dan SMP di Kota Medan, Binjai dan Kisaran. Adapun survei pasar yang telah kami terima dari anak-anak SD dan SMP di Kota Medan dan Kisaran yang berjumlah 60 siswa/i dengan 30 siswa/i SD dan 30 siswa/i SMP dari beberapa sekolah yang ada di berbagai daerah-daerah yang ada di Sumatera Utara sehingga dengan perolehan hasil pasar yaitu :

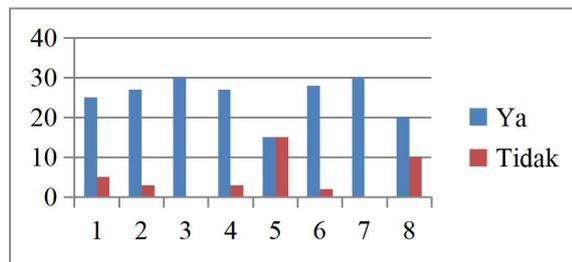


Diagram 1. Survey Pasar Ketertarikan Siswa SD Kelas IV, V, VI Terhadap Komik

Hasil dari Survey yang terdapat pada diagram diatas disimpulkan bahwa pasar ketertarikan siswa SD terhadap komik yang kami berikan kepada 30 responden yang terdiri dari 10 responden siswa kelas IV, 10 siswa kelas V dan 10 siswa kelas VI. Dari diagram tersebut terlihat hasil survey yaitu banyak responden yang menyukai komik.

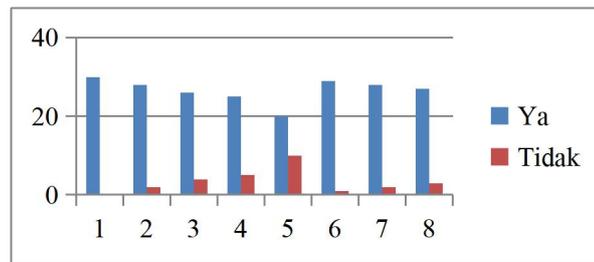


Diagram 2. Survey Pasar Ketertarikan Siswa SMP Kelas VII, VIII, IX Terhadap Komik

Hasil dari Survey yang terdapat pada diagram diatas disimpulkan bahwa pasar ketertarikan siswa SMP terhadap komik yang kami berikan kepada 30 responden yang terdiri dari 10 responden siswa kelasVII, 10 siswa kelas VIII dan 10 siswa kelas IX. Dari diagram tersebut terlihat hasil survey yaitu banyak responden yang menyukai komik

Kompetitor

Kompetitor buku Komik Legenda Asli Sumatera Utara *Goes To International* kami adalah komik Jepang seperti komik Naruto, komik Dragon Ball, komik Doraemon, dan komik remaja Indonesia. Komik-komik Jepang pada umumnya, yang sudah banyak goes to international sehingga banyak anak-anak SD, SMP, dan masyarakat Sumatera Utara menyukai komik Jepang karena tema komik-komik Jepang yang lebih beragam. Sedangkan komik-komik Indonesia tidak kalah saing dengan komik-komik Jepang pada umumnya. Komik yang dimaksud yaitu Komik Legenda Asli Sumatera Utara *Goes To International*. Komik tersebut mengambil kisah-kisah legenda Sumatera Utara yang bertujuan untuk melestarikan kearifan lokal Sumatera Utara. Hal tersebut jauh berbeda dengan komik Jepang. Komik Legenda Asli Sumatera Utara juga mampu meningkatkan nilai guna dan kreatif di pasaran di daerah-daerah dan mancanegara sehingga dapat tetap dilestarikan oleh masyarakat Sumatera Utara dan dikenal oleh mancanegara.

Keunggulan Komoditas PKM

Adapun keunggulan Komik Legenda Asli Sumatera Utara yaitu : *pertama*, komik legenda asli Sumatera Utara merupakan komik satu-satunya yang ada di Sumatera Utara. *Kedua*, Komik legenda asli Sumatera Utara yang mengisahkan legenda-legenda Sumatera Utara terdapat dua bentuk yang akan dipasarkan yaitu buku komik yang telah ber-ISBN dengan harga yang terjangkau murah yaitu Rp. 12.500/buku dan dalam bentuk aplikasi berbayar dengan nama KOMIK SUMUT di Playstore dengan harga Rp. 7.000. *Ketiga*, buku yang telah ber-ISBN sudah terdaftar untuk mendapatkan HKI dengan nomor permohonan EC00201821045. *Keempat*, kelebihan komik tersebut juga didukung dengan menggunakan dua bahasa yaitu bahasa Indonesia dan bahasa Inggris. *Kelima*, komik legenda asli Sumatera Utara ini juga telah dikenal sampai ke mancanegara.

Target Luaran

Adapun target luaran Komik Legenda Asli Sumatera Utara *Goes To International* dari bidang kewirausahaan kami yaitu:

1. Buku komik legenda asli Sumatera Utara yang telah memperoleh ISBN 978-602-6653-47-5.
2. Aplikasi komik digital yang dapat didownload di Google Playstore dengan nama “KOMIK SUMUT” atau di link <https://play.google.com/store/apps/details?id=com.gomiclegends.komiksumut>
3. Buku komik legenda asli Sumatera Utara yang ber-ISBN telah didaftarkan untuk mendapatkan HKI dengan nomor permohonan EC00201821045
4. Artikel ilmiah yang telah diterbitkan di Jurnal Sains, Penelitian dan Pengabdian pada volume 01, Nomor 01 Juli 2018 dengan link <http://ejurnal.id/index.php/jspp>
5. Artikel ilmiah yang telah terbit di International Journal Of Management, Accounting and Economic (IJMAE) pada volume 05, No 5 May 2018 dengan link www.ijmae.com
6. Buku Komik Legenda Asli Sumatera Utara dan aplikasi KOMIK SUMUT sudah dipublikasikan di surat kabar Analisa edisi Minggu yang terbit pada tanggal 08 Juli 2018 baik cetak maupun online

BAB 2. GAMBARAN RENCANA USAHA

Branding Produk

Produk kami merupakan satu-satunya yang ada di Sumatera Utara yaitu Komik Legenda Asli Sumatera Utara *Goes To International* dengan brand logo yang bernama “GOMIC” yang merupakan singkatan dari kata “Go” yang

bermakna Goes To International sedangkan “Mic” yaitu Comic. Logo GOMIC yang berlatar belakang Istana Maimun yang merupakan ikon Sumatera Utara. Perempuan yang bersiluet yang berada di depan Istana Maimun merupakan kami sebagai putri Sumatera Utara yang siap melestarikan kearifan lokal Sumatera Utara. Di tengah kata GOMIC terdapat pulau Sumatera Utara dengan tanda merah di tengah pulau yang artinya ibu kota Sumatera Utara yaitu kota Medan. Warna biru yang merupakan Danau Toba.

Gambar 1. Brand Logo GOMIC

Analisis SWOT

Faktor	Usaha Go-mic Legend
Strength	<ol style="list-style-type: none"> 1. Satu-satunya komik yang memuat kearifan lokal Sumatera Utara 2. Memuat legenda masyarakat Sumatera Utara 3. Menggunakan dua bahasa (bilingual) yaitu Bahasa Indonesia dan Bahasa Inggris 4. Memuat informasi mengenai fakta legenda yang dapat dilihat secara langsung
Weakness	<ol style="list-style-type: none"> 1. Komik ini belum dikenal masyarakat luas
Opportunity	<ol style="list-style-type: none"> 1. Go-mic Legend berbeda dengan komik pada umumnya 2. Kontennya ringan, menambah pengetahuan dan menghibur 3. Harga terjangkau 4. Mudah dibaca oleh setiap kalangan, tidak hanya bagi orang-orang yang sudah biasa membaca komik
Threat	<ol style="list-style-type: none"> 1. Ketertarikan konsumen dengan komik luar negeri

Pemasaran atau Promosi

Promosi-promosi yang telah kami lakukan untuk penjualan buku Komik Legenda Asli Sumatera Utara yaitu :

1. Media sosial komik seperti Instagram, Facebook dan Whatsapp
2. Media sosial Penerbit Harfeey seperti Facebook, Fanpage, Twitter, Instagram, BBM, Line, Bukalapak, Shopee, Wattpad, Tumblr, Flickr, dan Blog
3. Sekolah-sekolah di kota Medan, Binjai dan Kisaran
4. Perpustakaan UMSU dan Perpustakaan Daerah
5. Media massa yaitu Harian Analisa
6. KUI (Kantor Urusan International) UMSU

7. Tempat-tempat wisata di kota Medan
8. Lembaga pendidikan kursus Bahasa Inggris
9. Media penyiaran yaitu DAAI TV, RRI Radio Medan Pro-4 88,4 FM, dan M-Radio UMSU 91,6 FM

Analisis BEP

Analisis BEP dengan harga jual produk adalah sebesar Rp 12.500/unit dan kuantitas produksi sebesar 500 unit buku adalah sebagai berikut:

$$\text{Fixed Cost} = \text{Rp } 2.900.000$$

$$\text{Variabel Cost} = \text{Rp } 550.000$$

$$\text{Price} = \text{Rp } 12.500/\text{ unit}$$

$$\text{Quantity} = 500 \text{ unit}$$

$$\text{Total penjualan} = 500 \times \text{Rp } 12.500$$

$$= \text{Rp } 6.250.000$$

$$\text{Biayatetap unit} = \text{Rp}2.900.000 : 500$$

$$= \text{Rp } 5.800$$

$$\text{Biayavariabel unit} = \text{Rp}550.000 : 500$$

$$= \text{Rp } 1.100$$

$$\text{BEP Unit} = \frac{\text{FC}}{\text{P}-\text{V}}$$

$$= \frac{\text{Rp}2.900.000}{\text{Rp}12.500-\text{Rp}5.800}$$

$$= 433 \text{ unit}$$

$$\text{BEP Harga} = \frac{\text{FC}}{1-\frac{\text{V}}{\text{P}}}$$

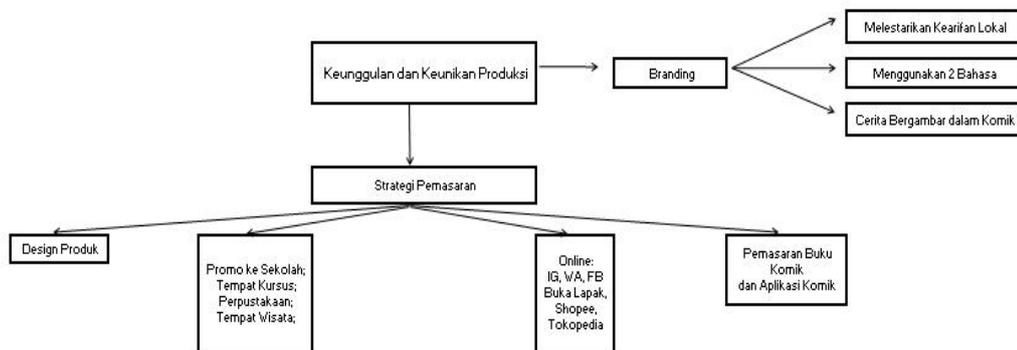
$$= \frac{\text{Rp}2.900.000}{1-\frac{\text{Rp}550.000}{6.250.000}}$$

$$= \text{Rp } 3.179.825$$

$$\begin{aligned}
 \Pi &= TR-TC \\
 &= Rp\ 6.250.000- Rp\ 3.450.000 \\
 &= Rp\ 2.800.000
 \end{aligned}$$

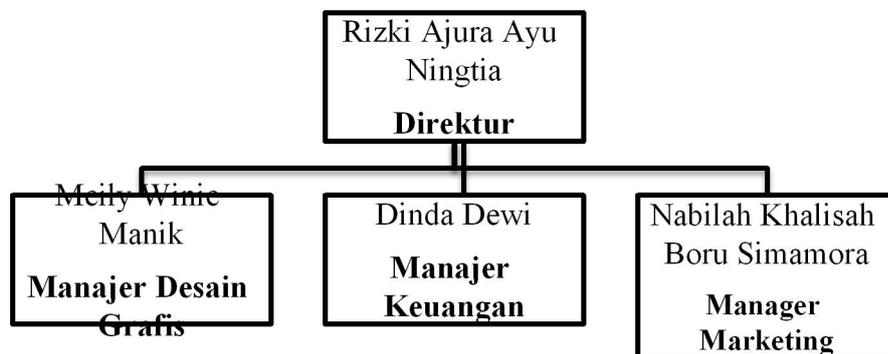
BAB 3. METODE PELAKSANAAN

Tahapan-tahapan yang dilakukan dalam pelaksanaan program ini ialah dengan menggunakan metode pelaksanaan yang digambarkan dalam diagram berikut :



Gambar 2. Metode Produksi Komik Legenda Asli Sumatera Utara

Adapun manajerial usaha Komik Legenda Asli Sumatera Utara *Goes To International* sebagai berikut :



Gambar 3. Manajerial Usaha Komik Legenda Asli Sumatera Utara

Aspek-aspek yang mendukung dalam metode pelaksanaan kegiatan program ini yaitu aspek produksi dan aspek manajemen usaha.

3.1.Aspek Produksi

Dalam proses produksi Komik Legenda Asli Sumatera Utara *Goes To International* dilakukan dalam waktu 1 bulan. Berikut tahap-tahap yang dilakukan dalam pelaksanaan sebagai berikut :

Dalam tahap perencanaan, persiapan isi cerita dan memilih legenda yang akan dijadikan isi dari komik legenda asli Sumatera Utara, Tahap mendesain, menggambar sketsa komik menggunakan kertas HVS, pensil, penghapus dan penggaris.

Tahap editing, mengedit keseluruhan isi narasi komik baik yang berbahasa Indonesia dan bahasa Inggris, dan mengedit kembali gambar komik yang sesuai dengan keempat cerita legenda asli Sumatera Utara untuk menyatukan cerita sesuai dengan urutan kisahnya di komik.

Tahap evaluasi, merupakan tahap pengumpulan semua narasi baik yang berbahasa Indonesia dan bahasa Inggris sehingga gambar-gambar yang sudah diedit dapat terkumpul dalam satu cerita.

Tahap promosi, menjual dan mempromosikan buku Komik Legenda Asli Sumatera Utara dan aplikasi komik Sumut berbayar di Playstore dengan menyebarkan brosur ke sekolah-sekolah yang ada di Sumatera Utara, lingkungan sekitar kampus, perpustakaan UMSU, perpustakaan daerah, lembaga pendidikan kursus Bahasa Inggris, masyarakat Sumatera Utara dan di official Komik Legenda Asli Sumatera Utara meliputi Instagram, Facebook, dan Whatsapp.



Gambar 4. Promosi Komik Legenda Asli Sumatera Utara kepada Kepala Sekolah

SMP Negeri 13 Binjai

3.2.Aspek Manajemen Usaha

Pada aspek manajemen usaha, kegiatan program kewirausahaan kami ini menggunakan strategi pemasaran produk yang meliputi: Desain Produk, Rancangan Harga, Promosi, dan Distribusi ke konsumen. Rancangan Harga yang kami lakukan setelah kami melakukan survei pasar dan terlihat ketertarikan siswa SD dan SMP sangat besar terhadap komik. Setelah tim menyelesaikan seluruh cerita berbentuk komik, tim melakukan koordinasi dengan pihak penerbit yaitu Penerbit Harfeey. Kesepakatan dengan Penerbit Harfeey jika menerbitkan dan mencetak buku minimal 500 eksemplar dengan maksimal halaman 150 halaman maka harga per buku adalah Rp5.000,-. Setelah tim merancang harga, langkah selanjutnya yaitu mempromosikan buku komik Legenda Asli Sumatera Utara dan aplikasi komik.

BAB 4. HASIL YANG DICAPAI DAN POTENSI PENGEMBANGAN USAHA

Ketercapaian target luaran meliputi kesesuaian jenis dan jumlah luaran yang telah dihasilkan, serta presentase terhadap seluruh target kegiatan. Adapun target luaran yang telah dicapai adalah sebagai berikut :

Pada **aspek produksi** Komik Legenda Asli Sumatera Utara *Goes To International* meliputi :

- a. Modal usaha Komik Legenda asli Sumatera Utara *Goes To International* ini berasal dari modal yang didanai oleh Kemenristekdikti. Bernilai profitable, artinya telah dilaksanakan selama 3 bulan penjualan Komik Legenda Asli Sumatera Utara *Goes To International* dan aplikasi KOMIK SUMUT telah dilaksanakan dan keuntungan yang diperoleh sangat besar.

Pada **aspek pemasaran** Komik Legenda Asli Sumatera Utara *Goes To International* meliputi :

- a. Harga Komik Legenda Asli Sumatera Utara *Goes To International* senilai Rp.12.500,-/buku sedangkan untuk aplikasi KOMIK SUMUT di Playstore senilai Rp.7.000,-. Harga yang diberikan sesuai dengan harga pasaran sehingga relatif murah dan sesuai dengan uang saku anak sekolah.
- b. Kami mempromosikan buku komik Legenda Asli Sumatera Utara dan komik digital ke sekolah-sekolah SD dan SMP di Sumatera Utara. Kami juga melakukan promosi ke perpustakaan UMSU, perpustakaan daerah, media penyiaran yaitu M-Radio UMSU 91,6 FM, RRI Radio Pro-4 88,4 Medan, DAAI TV, lembaga pendidikan kursus Bahasa Inggris, tempat-tempat wisata, media massa yaitu koran Harian Analisa, lingkungan sekitar kampus, masyarakat Sumatera Utara dan secara online meliputi:
Facebook : Komiklegenda

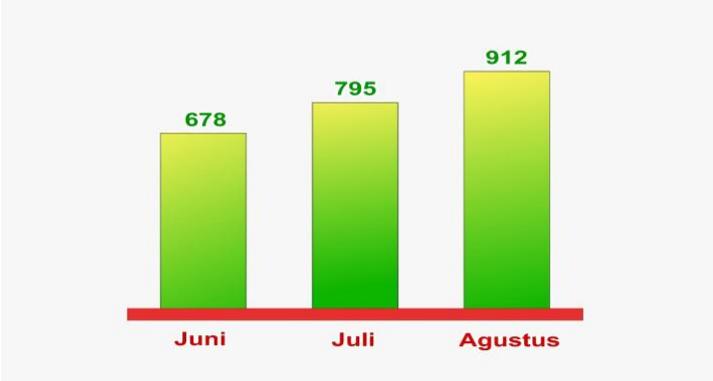
Instagram :@gomic_legendasumut

- c. Promosi buku komik juga dibantu oleh pihak penerbit Harfeey meliputi Facebook, Fanpage, Twitter, Instagram, BBM, Line, Bukalapak, Shopee, Wattpad, Tumblr, Flickr, dan Blog.
- d. Break Even Point

Tabel 1. Pendapatan Komik Legenda Asli Sumatera Utara Goes To International

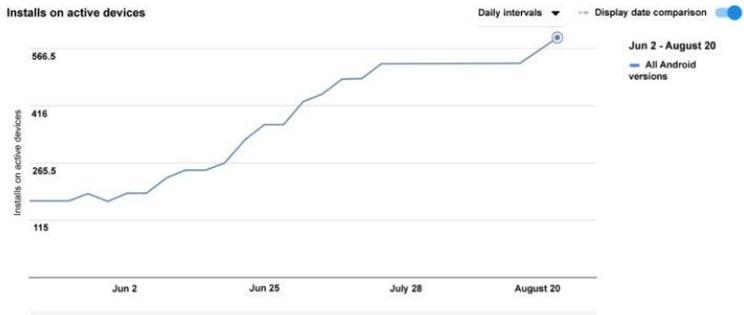
No	Konsumen	Banyak Buku	Harga	Jumlah
1	SMP Pertiwi	100 buku	Rp 12.500.-	Rp1.250.000.-
2	SD Muhammadiyah 02	80 buku		Rp1.000.000.-
3	SMPN 1 Kisaran	200 buku		Rp2.500.000.-
4	SMP Nurul Azmi	60 buku		Rp750.000.-
5	SMP Yahdi	110 buku		Rp1.375.000.-
6	SMP Imelda	150 buku		Rp1.875.000.-
7	SMPN 13 Binjai	200 buku		Rp2.500.000.-
8	SMP PAB 2 Medan	110 buku		Rp1.375.000.-
9	SMP Muhammadiyah 49	50 buku		Rp625.000.-
10	SD Yos Sudarso	150 buku		Rp1.875.000.-
11	SMP Pangeran Antasari	150 buku		Rp1.875.000.-
12	Lingkungan UMSU	128 buku		Rp1.600.000.-
13	Perpus UMSU	100 buku		Rp1.250.000.-
14	Tempat Kursus	113 buku		Rp1.412.500.-
15	Tempat Wisata	224 buku		Rp2.800.000.-
16	Pesanan Luar Kota	160 buku		Rp2.000.000.-
17	SD Pelita	150 buku		Rp1.875.000.-
18	SD YPK	150 buku		Rp1.875.000.-

Jumlah	Rp29.812.500,-
--------	----------------



Grafik Penjualan Buku Komik Selama 3 Bulan

$$\begin{aligned}
 \text{II} &= \text{TR} - \text{TC} \\
 &= \text{Rp}29.812.500 - \text{Rp}16.456.500 \\
 &= \text{Rp} 13.356.000
 \end{aligned}$$



Grafik Penjualan Komik di Google Playstore

$$\begin{aligned}
 \text{II} &= \text{TR} - \text{TC} \\
 &= \text{Rp}4.424.000 - \text{Rp}1.000.000 \\
 &= \text{Rp}3.424.000
 \end{aligned}$$

Dari grafik penjualan di atas terlihat bahwa tim berhasil menjual buku komik sebanyak 2385 unit dalam jangka waktu 3 bulan dan komik digital sebanyak 632 user. Sehingga keuntungan maksimal yang diperoleh adalah sebesar Rp16.780.000

Tabel 2. Ketercapaian Target Luaran

No	Kegiatan	Bulan ke-1	Bulan ke-2	Bulan ke-3	Bulan ke-4
1	Promosi				
2	PersiapanAlatdanBahan				
3	ProduksiKarya				
4	Pemasaran				
5	EvaluasiPerkembangan Usaha				
6	EvaluasiKegiatan				
7	LaporanPertanggung jawaban				

BAB 5. PENUTUP

5.1. Kesimpulan dan Saran

Luaran dalam kegiatan ini adalah (1)Buku komik legenda asli Sumatera Utara yang telah memperoleh ISBN 978-602-6653-47-5. (2)Aplikasi komik digital yang dapat didownload di Google Playstore dengan nama “KOMIK SUMUT” atau di link<https://play.google.com/store/apps/details?id=com.gomiclegends.komiksumut>. (3)Buku komik legenda asli Sumatera Utara yang ber-ISBN telah didaftarkan untuk mendapatkan HKI dengan nomor permohonan EC00201821045. (4)Artikel ilmiah yang telah terbit pada volume 01, No. 1 Juli 2018 di jurnal Sains, Penelitian dan Pengabdian atau url: <http://ejurnal.id/index.php/jspp>.(5)Artikel ilmiah yang telah diterbitkan di jurnal Internasional IJMAE (International Journal of Managment, Accounting and Economic) pada volume 05, No 5 May 2018

dengan link www.ijmae.com. (6)Buku komik legenda Asli Sumatera Utara dan aplikasi KOMIK SUMUT sudah dipublikasikan di surat kabar Analisa edisi Minggu yang sudah terbit pada tanggal 08 Juli 2018 baik cetak maupun online.

Dari data hasil penjualan Buku komik Legenda Sumatera Utara yang telah ber-ISBN telah terjual sebanyak 2385 eksemplar dan aplikasi komik yang telah terunduh di Google Playstore sebanyak 632 users. Sehingga total keuntungan yang diperoleh dari penjualan Buku komik dan aplikasi adalah sebesar Rp.16.780.000,-

Melalui kegiatan yang telah kami laksanakan, diharapkan kepada generasi muda untuk melestarikan kearifan lokal Sumatera Utara sehingga cerita legenda di Sumatera Utara tetap terjaga dengan sangat baik. Komik merupakan sarana penyampaian yang sangat efektif untuk melestarikan kearifan lokal budaya di kalangan pelajar. Kearifan lokal Indonesia sangat beragam dan perlunya pelestarian akan kearifan lokal tersebut. Penciptaan komik kreasi ini dapat menjadi peluang usaha di kalangan mahasiswa. Dengan adanya komik kreasi ini dapat meningkatkan kepedulian masyarakat terhadap kearifan lokal.

Lampiran 1

PENGUNAAN DANA

No	Keterangan	Jumlah	Harga (Rp)	Debet (Rp)	Kredit (Rp)
A	PEMASUKAN DIKTI (100%)			6.800.000	
B	PENGELUARAN				
PERALATAN					
1	Pensil 2B	10	50.000		50.000
2	Penghapus	10	20.000		20.000
3	Kertas HVS	2 rim	70.000		70.000
4	Penggaris	2	4.000		4.000
5	Rautan	2	6.000		6.000
6	Drawing Pen	5 pcs	400.000		400.000
7	Buku Akuntansi	1	22.000		22.000

8	Pulpen	3	18.000		18.000
Sub Total					590.000
Administrasi					
1	Buku Logbook	2	45.000		45.000
2	Penggaris	1	4.000		4.000
3	Pena Hitam	1	6.000		6.000
4	Print foto kegiatan		42.000		42.000
5	Kertas A4	1 rim	38.000		38.000
6	Print Laporan Kemajuan+Jilid		30.000		30.000
7	Print Laporan Akhir+Jilid		40.000		40.000
Sub Total					205.000
PercetakandanPromosi					
1	Cetak Brosur	100	240.000		240.000
2	Cetak Kartu Nama	220	440.000		440.000
3	ISBN	1	400.000		400.000
4	Transportasi		400.000		400.000
5	Buku Komik	500	2.500.000		2.500.000
6	Hosting google	1	1.000.000		1.500.000
Sub Total					5.480.000
Total PenggunaanBiaya					
					6.275.000,-

Lampiran 2

Laporan Arus Keuangan

Penjualan	Juni	Juli	Agustus
Penjualan	Rp 8.475.000	Rp 9.937.500	Rp 11.400.000
Harga Pokok Penjualan	Rp 3.390.000	Rp 3.975.000	Rp 4.560.000
Laba Kotor	Rp 5.085.000	Rp 5.962.500	Rp 6.840.000
Beban Pemasaran	Rp 400.000	Rp 200.000	Rp 100.000
Beban Administrasi	Rp 150.000	Rp 50.000	Rp 20.000
Jumlah Beban Usaha	Rp 550.000	Rp 250.000	Rp 120.000
Laba Bersih	Rp 4.535.000	Rp 5.712.500	Rp 6.720.000

Lampiran 3

DOKUMENTASI

Perencanaan cerita Legenda Asli Sumatera Utara



Sketsa komik Legenda Asli Sumatera Utara



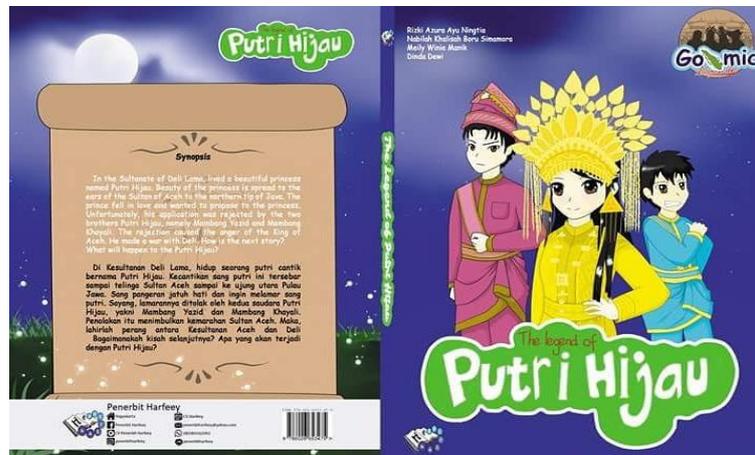
Diskusi merancang brosur Komik Legenda Asli Sumatera Utara



Brosur Komik Legenda Asli Sumatera Utara



Cover depan dan belakang buku Komik Legenda Asli Sumatera Utara



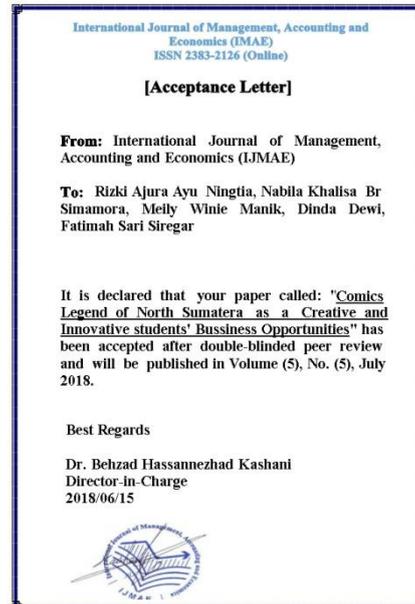
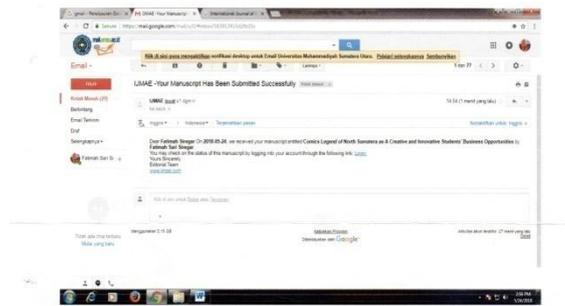
Aplikasi KOMIK SUMUT di Google Playstore



Publikasi Komik Legenda Asli Sumatera Utara di Surat Kabar Analisa



Artikel Ilmiah dan Letter Of Acceptance LOA dari jurnal International IJMAE



Letter Of Acceptance LOA dari jurnal AQLI



Buku komik Ber-ISSBN telah mendapatkan HKI

BIRO BANTUAN HUKUM
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
(BBH-UMSU)
Kantor: Jl. Kapten Mukhtar Basri, No. 3 Medan 20231 Telp: (061) 4023400 Website: www.umsu.ac.id

SURAT KETERANGAN
Nomor: 121/II.3-AU/UMSU-BBH/6/2018

Yang bertandatangan dibawah ini:
Nama : Faisal Riza, S.H., M.H.
Jabatan : Direktur Biro Bantuan Hukum UMSU

Dengan ini menerangkan bahwa:
Judul Ciptaan : The Legend of Putri Hijau
Nomor Aplikasi : 201814089
Billing Code : 820190716038844

Adalah benar Hak Cipta tersebut telah didaftarkan di Kementerian Hukum dan Hak Asasi Manusia pada Tanggal 16 Juli 2018 dan saat ini status penerimaan Hak Cipta tersebut sedang menunggu approval.

Demikianlah surat keterangan ini dibuat dan diberikan untuk dapat dipergunakan sepenuhnya.

Medan, 16 Juli 2018
Hormat Kami,
Biro Bantuan Hukum (BBH) UMSU


Faisal Riza, S.H., M.H.

Formulir Permohonan Pencatatan Ciptaan

Data Permohonan

Nomor Permohonan	: EC00201821045
Tanggal Pengajuan	: 13-07-2018
Jenis Ciptaan	: Komik
Judul Ciptaan	: The Legend of Putri Hijau
Uraian Ciptaan	: Buku The Legend of Putri Hijau ini adalah buku komik yang didalamnya terdapat 4 kisah legenda Sumatera utara dalam bentuk kumpulan gambar animasi dengan dua bahasa didalamnya yaitu bahasa Inggris dan bahasa Indonesia.
Tanggal dan tempat diumumkan pertama kali	: Yogyakarta, 02-06-2018

Pencipta

Nama	Alamat	Kebangsaan
Mely Wisli Manik, dkk	Dusun IX Jampalan Simpang Empat, Kisaran	Indonesia

Pemegang

Nama	Alamat	Kebangsaan
Universitas Muhammadiyah Sumatera Utara	Jl. Kapten Mukhtar Basri No. 3	Indonesia

Lampiran

Akta Perusahaan
KTP
NPWP
Pendaftaran Detail

Jakarta, 13-07-2018
Pemohon/Kuasa

Ltd.

Tanda Tangan
Nama Lengkap Faisal Riza, SH, MH.

Catatan: Jika dalam jangka waktu 5(lima) hari kerja belum mendapatkan surat pencatatan ciptaan, agar menghubungi email: permohonan.ciptadesain@djip.go.id



Aplikasi KOMIK SUMUT yang sudah Goes International di Jepang, Jerman, dan Australia



Buku dan Aplikasi KOMIK SUMUT yang sudah Goes International di Brunei Darussalam dan Philipina



Promosi di M-Radio UMSU 91,6 FM



Promosi Komik di SMP Negeri 13 Binjai



Promosi di Perpustakaan UMSU



Monev Eksternal di Universitas Sumatera Utara pada tanggal 17 Juli 2018



Promosi Komik Legenda Asli Sumatera Utara di DAAI TV





Promosi Komik di RRI Radio Medan 88,4 FM



Appendix III. Log Book PKM

Catatan Harian (Log Book)

CATATAN HARIAN

Komik Legenda Asli Sumatera Utara goes to International

Kembali [+ Tambah Catatan](#)

Tanggal Pelaksanaan	Kegiatan / Catatan	Persen Capaian	Biaya Terpakai	Edit	Hapus
04-Apr-18	1. Pertemuan pertama dengan dosen pendamping untuk memberi ucapan selamat kepada tim dan merencanakan kegiatan apa yang akan dilakukan 2. Pertemuan 13 tim PKM penerima hibah dana dari kemenristekdikti bersama perwakilan pihak universitas.	2%	0	Edit	Hapus
05-Apr-18	1. Berdiskusi untuk menentukan cerita legenda yang akan diangkat menjadi komik 2. Membeli peralatan untuk menggambar design komik. (pensil, penghapus, kertas Hvs, penggaris, rautan, drawing pen)	5%	550.000	Edit	Hapus
09-Apr-18	1. Diskusi dengan dosen pendamping untuk membahas naskah teks cerita setiap legenda. 2. Diskusi dengan pihak perpustakaan universitas muhammadiyah sumatera utara untuk membicarakan percetakan buku komik. 3. Mendesain gambar danau toba	8%	0	Edit	Hapus
14-Apr-18	Proses penyelesaian mendesain gambar cerita danau toba	10%	0	Edit	Hapus
15-Apr-18	1. Mendesain gambar putri hijau 2. Diskusi team dengan dosen pendamping serta evaluasi hasil desain gambar komik dan naskah dalam teks bahasa inggris dan bahasa indonesia	13%	0	Edit	Hapus
19-Apr-18	Pendampingan pertama oleh pihak UPKIM universitas dengan 13 tim PKM penerima hibah dari kemenristekdikti, terkait progress pengerjaan PKM di gedung penjamin mutu Universitas Muhammadiyah Sumatera Utara	15%	0	Edit	Hapus
25-Apr-18	1. Mendesain gambar cerita putri hijau 2. Dilanjutkan diskusi team serta evaluasi desain gambar komik putri hijau beserta text naskah dalam bahasa inggris dan bahasa indonesia	17%	0	Edit	Hapus
30-Apr-18	Membuat artikel ilmiah yang akan di submit ke jurnal Nasional dan Internasional	20%	0	Edit	Hapus
03-Mei-18	1. Merancang brosur komik legenda asli sumatera utara 2. Berdiskusi dengan dosen pendamping mengenai penerbitan dan percetakan buku komik	22%	3.300.000	Edit	Hapus
05-Mei-18	1. Pendampingan kedua oleh pihak UPKIM universitas kepada 13 tim penerima hibah PKM Kemenristekdikti, terkait progress lanjutan pengerjaan PKM 2. pembelian peralatan penunjang kegiatan PKM (buku akuntansi, pulpen, penggaris)	24%	62.000	Edit	Hapus
08-Mei-18	Berdiskusi serta evaluasi desain gambar komik danau lau kawar dan sigale-gale beserta text naskah dalam bahasa inggris dan bahasa indonesia	25%	0	Edit	Hapus
09-Mei-18	Revisi dan penguatan gambar komik beserta text naskah cerita legenda sumatera utara dalam bahasa inggris dan bahasa indonesia	27%	0	Edit	Hapus
13-Mei-18	penguatan gambar komik beserta text naskah cerita legenda sumatera utara dalam bahasa inggris dan bahasa indonesia	29%	0	Edit	Hapus

15-Mei-18	1. Mengubah artikel ilmiah dari bahasa Indonesia ke bahasa Inggris untuk disubmit ke jurnal Internasional (IJMAE) 2. Dilanjutkan dengan pembuatan platform komik digital ke Google Play Store	33%	0	Edit	Hapus
19-Mei-18	Pengiriman naskah kepada penerbit Harfe dan cetak sebanyak 500 eksemplar buku	37%	0	Edit	Hapus
21-Mei-18	1. Pendampingan ke tiga membahas produk/ hasil dari kegiatan yang telah dilaksanakan 2. Pengeditan artikel ilmiah yang berbahasa Inggris 3. Mensubmit artikel ilmiah ke jurnal Nasional	42%	0	Edit	Hapus
22-Mei-18	1. Penerimaan dana talangan dari pihak universitas sebesar 80% 2. Berdiskusi dengan dosen pendamping mengenai submit jurnal internasional 3. Dilanjutkan pengiriman (submission) artikel ilmiah ke jurnal internasional 4. Pembayaran Hosting ke Google Playstore	47%	1.000.000	Edit	Hapus
24-Mei-18	1. Pembuatan Power Point untuk monev internal 1 2. Latihan presentasi untuk monev internal 1 3. Penyempurnaan Power Point untuk monev Internal UMSU	50%	0	Edit	Hapus
26-Mei-18	1. Monev internal 1 yang diadakan di gedung penjamin mutu Universitas Muhammadiyah Sumatera Utara 2. launching komik digital yang dapat di download di Google Playstore dengan nama "Komik Sumut" 3. dilanjutkan memulai promosi komik legenda Sumatera Utara yang dapat di download di Playstore melalui sosial media	56%	0	Edit	Hapus
30-Mei-18	Team melakukan talkshow di radio 91.6FM UMSU M.Radio sebagai promosi secara luas kepada masyarakat	60%	0	Edit	Hapus

02-Jun-18	Team berdiskusi dengan dosen pendamping tentang evaluasi promosi dan sudah ada 25 user yang telah mendownload komik legenda Sumatera Utara di Google Playstore	62%	0	Edit	Hapus
04-Jun-18	1. Team sudah mendapatkan buku komik legenda Sumatera Utara ber ISBN dengan nomor ISBN 978-602-6653-47-5 2. dilanjutkan mencetak brosur GOMIC sebagai promosi	67%	240.000	Edit	Hapus
05-Jun-18	1. Launching buku komik legenda Sumatera Utara ber ISBN 2. Dilanjutkan dengan melakukan 2 promosi ke dua unit sekolah, yaitu: sekolah SMP Pertiwi Medan, team bertemu dengan ketua Yayasan Perguruan Pertiwi. Sekolah SMP Pertiwi membeli 100 eksemplar buku komik legenda Sumatera Utara.	70%	50.000	Edit	Hapus
06-Jun-18	1. Team melakukan promosi ke SD Muhammadiyah 02 Medan. Team bertemu kepala Sekolah SD Muhammadiyah 02 membeli sebanyak 80 eks buku komik legenda Sumatera Utara. 2. Team kembali mencetak buku sebanyak 1.000 eksemplar.	74%	60.000	Edit	Hapus
07-Jun-18	Team diminta untuk promosi ke sekolah di luar kota Medan, yaitu SMPN 1 Simpang Kawat, Kisaran. Kepsek SMPN1 membeli 200 eks.	76%	150.000	Edit	Hapus
09-Jun-18	1. Team melakukan evaluasi kegiatan dengan dosen pendamping. Sampai tanggal 9 Juni 2018 total penjualan kami adalah 380 eksemplar. 2. Team melanjutkan mencetak kartu nama sebagai promosi sebanyak 220 lembar	78%	440.000	Edit	Hapus
25-Jun-18	Buku sudah sampai sebanyak 1000 eksemplar, dan dilanjutkan Team melakukan diskusi dengan dosen pendamping kelanjutan promosi buku ke sekolah-sekolah	80%	0	Edit	Hapus
27-Jun-18	PILKADA (tidak ada kegiatan promosi) ke sekolah tetapi di sosial media untuk online dan team mendapatkan informasi komik sumut sudah dapat di download di Jerman.	82%	0	Edit	Hapus

28-Jun-18	1. Team melakukan promosi ke SMP NURUL AZMI dan membeli 60 eksemplar komik legenda Sumatera Utara 2. Dilanjutkan oleh Team melakukan promosi ke SMP YAHDY dan membeli 110 eksemplar komik legenda Sumatera Utara	84%	70.000	Edit	Hapus
29-Jun-18	Team melakukan promosi ke setiap fakultas, prodi, mahasiswa di lingkungan UMSU dan terjual 128 eksemplar buku komik legenda Sumatera Utara	85%	0	Edit	Hapus
30-Jun-18	Team melakukan evaluasi dengan dosen pendamping berkaitan promosi dan progres kegiatan.	87%	0	Edit	Hapus
02-Jul-18	Team melakukan promosi ke SMP Imelda dan bertemu dengan Kepala Sekolah SMP Imelda membeli 150 eksemplar buku komik legenda Sumatera Utara	88%	50.000	Edit	Hapus
03-Jul-18	Team kembali melakukan Tlakshow ke dua untuk promosi Ke 91.6FM M Radio	89%	0	Edit	Hapus
04-Jul-18	1. Pertemuan dengan kepala perpustakaan Muhammadiyah Sumatera Utara dan membeli buku sebanyak 100 eksemplar buku Komik Legenda Sumatera Utara 2. Team mendapatkan info bahwa komik dalam google playstore sudah dapat didownload di Jepang	90%	70.000	Edit	Hapus
05-Jul-18	Team melakukan promosi ke beberapa kursus bahasa inggris di Medan dan berhasil terjual sebanyak 113 eksemplar	92%	0	Edit	Hapus
06-Jul-18	Diskusi dengan dosen pendamping persiapan menuju Monev	93%	0	Edit	Hapus
07-Jul-18	1. Team mendapatkan hasil data bahwa yang sudah mendownload di Google Playstore sebanyak 560 user. 2. Team melakukan promosi ditempat wisata di Medan dan terjual 122 eksemplar	93%	126.000	Edit	Hapus
09-Jul-18	Team diundang untuk melakukan promosi kesekolah di SMP Negeri 13 Binjai dan disini berhasil menjual buku sebanyak 200 eksemplar	93%	200.000	Edit	Hapus
10-Jul-18	1. Team melakukan promosi ke sekolah PAB 2 Medan dan terjual sebanyak 110 eksemplar	94%	30.000	Edit	Hapus
11-Jul-18	Team melakukan MONEV ke 2 Internal Universitas Muhammadiyah Sumatera Utara	94%	0	Edit	Hapus
12-Jul-18	Diskusi dengan dosen pendamping membahas revisi logbook dan laporan kemajuan mencetak kembali dokumentasi	95%	62.000	Edit	Hapus
17-Jul-18	Tim melakukan Monev Eksternal di Universitas Sumatera Utara	96%	0	Edit	Hapus
20-Jul-18	Tim di diminta langsung oleh pihak DAAI TV untuk mempromosikan buku komik legenda asli sumatera utara	97%	0	Edit	Hapus
28-Jul-18	Tim kembali melakukan promosi buku komik yang diundang langsung oleh pihak Radio RRI PRO 4 88.4FM	97%	0	Edit	Hapus
01-Agt-18	Tim mengirim buku yang dipesan dari luar kota, sebanyak 160 buku komik	97%	0	Edit	Hapus
02-Agt-18	Tim mempromosikan buku komik ke sekolah SMP MUHAMMADIYAH 49, dan kepala sekolah SMP MUHAMMADIYAH 49 membeli buku sebanyak 50 buku	97%	0	Edit	Hapus
04-Agt-18	Tim melakukan promosi ke dua sekolah, yaitu SMP Pangeran Antasari dan sekolah SD Pelita, kepala sekolah SMP Pangeran Antasari membeli sebanyak 150 buku dan Kepala sekolah SD Pelita juga membeli sebanyak 150 buku	98%	0	Edit	Hapus
10-Agt-18	Tim kembali melakukan promosi kesekolah, yaitu sekolah SD YPK, dan kepala sekolah YPK membeli sebanyak 150 buku komik.	99%	0	Edit	Hapus
26-Agt-18	Sebelum menuju PIMNAS tim kembali mempromosikan buku komik ke Brunei Darussalam	100%	0	Edit	Hapus

Appendix IV. Poster PKM



PEKAN ILMIAH MAHASISWA NASIONAL
PIMNAS 31
UNIVERSITAS NEGERI YOGYAKARTA 2018



PKM - K



**KOMIK LEGENDA ASLI
SUMATERA UTARA
GOES TO
INTERNATIONAL**

Latar Belakang

- Indonesia berada di posisi kedua sebagai pembaca komik terbanyak di dunia setelah Finlandia (Tribun Jogja, 2013)
- Anak-anak menjadi lebih menyukai komik Jepang daripada komik asing lainnya, sehingga sebuah majalah anak-anak yang cukup populer pun harus memuat komik Jepang (Jurnal Kajian Komunikasi UNPAD, 2017)
- 70% siswa SMP Negeri 2 Medan memiliki koleksi komik Jepang lebih dari 100 jilid (Analisis minat SMP Negeri 2 Medan terhadap komik Jepang, Jurnal USU, 2018)

Luaran

- Buku komik ber-ISBN
- Komik digital
- Terbit di harian Analisa edisi Minggu, 8 Juli 2018.
- Jurnal nasional dan internasional
- Buku komik telah mendapatkan HKI

Testimoni

“漫画は良いです。絵は良いです。私はこの漫画が好きです。”
(Komiknya bagus, gambarnya bagus, saya suka komik itu. Terima kasih.)
Jepang

Gusto ko ang larawan at sa palagay ko ang kuwento ay kawili-wili!
(Saya suka dengan gambarnya dan menurut saya ceritanya menarik.)
Filipina

Keunggulan Produk

- Satu-satunya komik yang memuat legenda asli Sumatera Utara
- Mengangkat kearifan lokal Sumatera Utara
- Hadir dalam dua bahasa yaitu Bahasa Indonesia dan Bahasa Inggris (Bilingual)
- Harganya murah
- Hadir dalam bentuk buku komik dan komik digital
- Sudah mendapatkan ISBN dan HKI

Penjualan



Ekspansi Pasar di 8 Negara dan 8 Kota di Indonesia

Pelanggan Kami



Proses Pembuatan

1 Mendiskusikan cerita legenda yang akan diangkat menjadi komik

2 Pembuatan naskah cerita dan sketsa komik

3 Mendesain komik digital

4 Pemberian dialog dan pengalihan bahasa

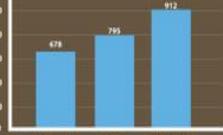
5 Mencetak komik menjadi buku komik dan

6 Mengupload komik ke dalam playstore

Analisis Keuangan

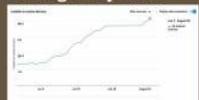
HPP	: Rp 5.800,-/unit
Harga Jual	: Rp 12.500,-/unit
BEP	: 433
Benefit Cost Ratio	: 1,6
Payback Period	: 1 bulan
OMZET	: Rp 16.780.000,-

Grafik Penjualan Komik



Bulan	Jumlah Penjualan
Juni 2018	478
Juli 2018	795
Agustus 2018	912

Grafik Penjualan Komik di Google Play Store



Universitas Muhammadiyah Sumatera Utara

Rektor: Drs. H. Hengki
Wakil Rektor Bidang Akademik: Drs. H. Hengki
Wakil Rektor Bidang Manajerial: Drs. H. Hengki
Wakil Rektor Bidang Operasional: Drs. H. Hengki
Dekan Fakultas: Drs. H. Hengki

081-8521874 | gsmc | hengkisumut | Hengkisumut

Usapan Terima Kasih

1. Kementerian Pendidikan dan Kebudayaan
2. Universitas Muhammadiyah Sumatera Utara
3. Fakultas Sastra dan Bahasa
4. Pusat Penelitian dan Pengabdian Masyarakat (PPM) UMSU
5. Kantor Inovasi dan Digitalisasi (KID) UMSU
6. Tim Dosen dan Mahasiswa UMSU

Media Penjualan



Appendix V. Artikel Ilmiah

Comics Legend of North Sumatera as a Creative and Innovative Students' Business Opportunities

Fatimah Sari Siregar¹, Rizki Ajura Ayu Ningtia, Nabila Khalisa Br Simamora, Meily Winie Manik, Dinda Dewi

English Education Program, University of Muhammadiyah Sumatera Utara,
Indonesia

Abstract

The comic is one of the print media and is liked by the children and adults. Comics legend of North Sumatera is a result of the innovation from the comics "generally serving as a means to for preserve the local wisdom. Now the local wisdom is about the story of the people or the legends located in North Sumatera. The purpose of the creation of this comic is to create new innovations and business opportunities and receiving complain community awareness of local wisdom in North Sumatera. The implementation of methods that include data collection, product creation and marketing. The end result of the product is in the form of comic books and also the digital application.

Keywords: Comics, Local Wisdom, and Implementation Methods.

Cite this article: Siregar, F. S., Ayu Ningtia, R. A., Br Simamora, N. K., Manik, M. W., & Dewi, D. (2018). Comics Legend of North Sumatera as a Creative and Innovative Students' Business Opportunities. *International Journal of Management, Accounting and Economics*, 5(5), 353-359.

Introduction

Printed media paints an interesting and most preferred one is the comics. Almost all people like comic, especially in children. However, comics in Indonesia many excerpted from the Japan comics. This will surely give impact to the children following the Japanese culture which is located in the comics they read and forget the culture of the land itself. So as Indonesian citizen, required to preserve the local wisdom in order to keep the continuity is.

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In addition, problems that occurred in the city of Medan, children aged 13 to 15 years prefer to read comics, but they did not like learning English and in Indonesia is not found comics about the legend of the North Sumatera in English. So we are as English students attempt to collaborate it, so inhuman murders comics containing typical legend North Sumatera which have two languages namely English and Bahasa Indonesia, so that children are interested to learn English and local wisdom North Sumatera still maintained very well by the generations of the young man.

Comics legend of North Sumatera which have two languages namely English and Bahasa Indonesia logo "Go-mic Legend" lift local wisdom with deals with legends of genuine North Sumatera. The original legends, its existence is still not known by the wider community so that we want to marketing not only in Indonesia but overseas so that people in the world know and know there are cultures in North Sumatera.

Business Opportunities in this activity is: (1) Comics this could become an interesting visual media for children to know the legend of North Sumatera and learning materials English. (2) Remind again and introduce the legends of North Sumatera on the community. (3) to additional options for comic lovers, so that they can still enjoy reading them but they get the actual information.

The feasibility of business in this activity is: (1) Students English is not only able to sell services but also able to sell goods such as comics legend in English. (2) Grow entrepreneurial soul for each student especially our team to encourage students and the public in general to grow in the form of something that can produce good values in the field of education and in the field of the economy. (3) market goods in accordance with our activities is to get an occurrence report know the extent to which our products produce buying and selling power that attracted many people not only in Indonesia but abroad.

Literature Review

Etymologically, local wisdom consists of two words namely wisdom (wisdom) and local (local). On KBBI, local means that local people, while wisdom with wisdom. So if seen etymologically, local wisdom (local wisdom) can be interpreted as a local ideas (local) who is wise, full of wisdom, good value, planted and followed by members of the community. Forms of local wisdom in society according to Aulia and Dharmawan (2010) (in the journal Using Heading Culture and Local Wisdom in conducting Soil and Water Conservation can be values, norms, trust and special rules. The local wisdom is the identity of/personality culture nation that causes the nation is able to absorb and process foreign culture according to the characters and the ability to own (Ayatrohaedi, 1986:18- 19). While Moendardjito (in Ayatrohaedi, 1986:40-41) says that the

elements of the culture of potential areas as *local genius* because it has proven its ability to survive until now.

The local wisdom contains three important elements. First, religious values and social ethics that underpin the practices of biological resource management. Second, norms/rules of indigenous peoples, which regulates the relations between communities and the natural environment. Third, local knowledge and skills obtained from empirical

experience tens even hundreds of years manage resources biodiversity and the environment.

The importance of the preservation of the local wisdom found in Act No. 32 The year 2009 about the protection and management of environment that is the noble values occurred in the procedures for the life of the community to among others to protect and manage the environment sustainably. In the article 2 mentioned that the protection and management of environment conducted based on some basis that one of them is the basis of the local wisdom.

Research Method

Before producing comics, we do the collection of data about how the narrative from the legends in North Sumatera which we will lift in comic books by visiting some of the regional library and book store as a reference. In addition, we buy some comic books for us to make a comparison as well as the reference in the making of our comic books.

In the phase of making comics, each member has the role of each. Now the role that will be done is: specifies the legend that will be published, determine the narrative from the legend, arrangement of the script of the story or *script*, make sketch that corresponds with the story on paper and then scan it into the computer for *editing process* and dye in the form of a digital image and the switching language. To the end result of the product Go-mic Legend, we work together with the printing press.

Now the equipment that we use in making the comics namely: pencil, paper sin offering and a ruler, to make the sketch. Medibang paint pro application for the process of making pictures on comics. Photoscape application, for the process of creating a balloon on each conversation in comics figures.

The end result of the product in the form of comic books that are printed in the appropriate size with comics that circulate in general, so easy to carry. On the front cover comics loaded pictures that are in accordance with the contents of the story in it and the logo which is a characteristic of our comic, while on the back cover comics loaded synopsis in addition to attract the attention of consumers and description about the content of the book.

Because the process of making the comics a long time, we work together with an illustrator in the making of the comic to match the comic publishing target. We are also working with relationships that make application programs playstore, so comics we not only produced in the form of a print or books but also in digital form. We also worked together with the printing press that will help us in the printing comic books that already surfing the ISBN.

Marketing strategy that will we do on the comic business legend of North Sumatera, done online and offline. The marketing done online namely, use some social media to promote products, while offline marketing done by offering a product to some of the school library.

Results and discussion

With the existence of comic production this legend, students had the opportunity to regain the business with successfully enhance the creativity to produce new product innovation. The ability of creativity can be enhanced with various ways and marked with the results of innovative products, and captivating relevant.

The initial activities done to produce comics i.e. perform data collection on the legend that will be taken into the comics. Data collection is done by searching for the books concerned with the story of the legend that is meant to the regional library and book store. The next step is the preparation of the script and the narrative according to the original story. Then continued with the creation of the sketch of the picture based on the flow has been made until the coloring process digital pictures.

The process of making comics need a long time and vary based on the length of the short story. To produce a story comics, time needed a minimum of 2 weeks. The more the length of the story and the longer the time needed for execution the comics.

The process stages of the making of the comic can be seen from the pictures below:



Picture 1. The making of the sketch of the picture



Picture 2. The process of lining of the sketch of the picture



Picture 3. The process of filling the colors of the sketch of the picture



Picture 4. The placement of the words on the balloons conversation and the redirection of Bible

Sales prices for 1 fruit comic books is Rp 10.000,- and to the use of or application downloads also imposed cost Rp 10.000,-. Announcement of the selling price of products is adjusted with the making process so that obtained the selling price that economically.

Product marketing stage is done by using two ways the online and offline. Online marketing is done to promote products on some social media and offline done by offering products to libraries in schools.

Conclusion

With creativity, authors produce comics new innovations that it also can simultaneously preserve the local wisdom so that one of the local wisdom of North Sumatera remains continuity is. From the explanation above, can be drawn the conclusion that: (1) The comic is a means of delivering effective way to preserve the local wisdom culture among students. (2)The local wisdom of Indonesia is very diverse and the need for preservation will be the local wisdom, (3) The creation of the comics this creation can become business opportunities among students. With the existence of this creation comic can increase community awareness of local wisdom.

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Appendix VI. Sertifikat HKI


REPUBLIK INDONESIA
KEMENTERIAN HUKUM DAN HAK ASASI MANUSIA

SURAT PENCATATAN CIPTAAN

Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC00201824770, 23 Agustus 2018

Pencipta

Nama : **Meily Winie Manik, Rizki Azura Ayu Ningtia, , dkk**
Alamat : Dusun IX Jampalan Simpang Empat, Kisaran, Sumatera Utara, 21271
Kewarganegaraan : Indonesia

Pemegang Hak Cipta

Nama : **Universitas Muhammadiyah Sumatera Utara**
Alamat : Jl. Kapten Mukhtar Basri No.3 Medan, Medan, Sumatera Utara, 20238
Kewarganegaraan : Indonesia
Jenis Ciptaan : **Komik**
Judul Ciptaan : **The Legend Of Putri Hijau**
Tanggal dan tempat diumumkan untuk pertama kali di wilayah Indonesia atau di luar wilayah Indonesia : 2 Juni 2018, di Yogyakarta
Jangka waktu perlindungan : Berlaku selama 50 (lima puluh) tahun sejak Ciptaan tersebut pertama kali dilakukan Pengumuman.
Nomor pencatatan : 000115110

adalah benar berdasarkan keterangan yang diberikan oleh Pemohon.
Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.

a.n. MENTERI HUKUM DAN HAK ASASI MANUSIA
DIREKTUR JENDERAL KEKAYAAN INTELEKTUAL


Dr. Freddy Harris, S.H., LL.M., ACCS.
NIP. 196611181994031001



Appendix VII. Sertifikat PIMNAS



The certificate features a blue and yellow design with two archers at the top left. It includes the PIMNAS 31 logo, the text 'KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI UNIVERSITAS NEGERI YOGYAKARTA', and the word 'SERTIFIKAT' in large yellow letters. A blue ribbon with an atom symbol is at the top right. The recipient's details are listed in the center, followed by the event name 'PESERTA' and the event dates. A blue ink signature and a circular official stamp are at the bottom right. A network diagram with icons for a person, book, gear, lightbulb, and person is at the bottom left.

KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
UNIVERSITAS NEGERI YOGYAKARTA

SERTIFIKAT

Nomor 209/PIMNAS31/IX/2018
diberikan kepada:

Nama : Rizki Ajura Ayu Ningtia
Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Jenis PKM : PKMK
Judul : Komik Legenda Asli Sumatera Utara goes to International

sebagai
PESERTA

Pekan Ilmiah Mahasiswa Nasional (PIMNAS) Ke-31 Tahun 2018
yang diselenggarakan pada tanggal 28 Agustus - 2 September 2018
di Universitas Negeri Yogyakarta

Yogyakarta, 1 September 2018
Rektor Universitas Negeri Yogyakarta
Prof. Dr. Sutrisna Wibawa, M.Pd.
NIP. 19590901 198601 1 002

Appendix VIII. Piagam Penghargaan Umsu



UNIVERSITAS MUHAMMADIYAH
SUMATERA UTARA

PIAGAM PENGHARGAAN

Nomor : 2638 /IL.3-AU/UMSU/F/2018

Diberikan kepada :

RIZKI AJURA AYU NINGTIA

Sebagai Mahasiswa Yang Lulus Pekan Ilmiah Mahasiswa Nasional (PIMNAS) XXXI di Universitas Negeri Yogyakarta Pada Program Kreativitas Mahasiswa (PKM) **Kewirausahaan** Yang Diselenggarakan Oleh Kemristekdikti Dikti Tahun 2018 dengan Judul

“Komik Legenda Asli Sumatera Utara goes to International”

Sesuai Surat Keputusan Rektor No. 2137/KEP/IL.3-AU/UMSU/F/2018

dinyatakan bebas dari tugas penulisan skripsi sebagai syarat akhir perkuliahan.

Medan, 07 Muharram 1440 H
17 September 2018 M



Dr. Agussani, M.AP

Rektor

Appendix IX. Lembar Pengesahan Skripsi



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jalan Kapten Mukhtar Basri N0 3 Telp. (061)6619056 Medan 20238
Website : <http://www.fkipumsu.ac.id> E-mail : fkip@umsu.ac.id

LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi yang diajukan oleh mahasiswa di bawah ini :

Nama Lengkap : Rizki Ajura Ayu Ningtia
NPM : 1602050077
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Derictive Speech Act in The Legend of Putri Hijau Comic Book
sudah layak disidangkan.

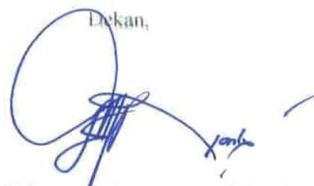
Medan, 20 Juli 2020

Disetujui oleh :

Dosen Pembimbing.



Fatimah Sari Siregar, S.Pd., M.Hum.



Dekan,

Dr. H. Elfrianto Nasution, S.Pd., M.Pd.

Ketua Program Study.



Mandra Saragih, S.Pd., M.Hum.

Appendix X Berita Acara



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jalan Kapten Mukhtar Basri NO 3 Telp. (061)6619056 Medan 20238
Website <http://www.fkipumsu.ac.id> E-mail : fkip@umsu.ac.id

BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata I
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Panitia Ujian Sarjana Strata I Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Senin, 20 Juli 2020, pada pukul 07.30 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa :

Nama Lengkap : Rizki Ajura Ayu Ningtia
NPM : 1602050077
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Directive Speech Act in *The Legend of Putri Hijau Comic Book*

Ditetapkan : (A) Lulus Yudisium
(.....) Lulus Bersyarat
(.....) Memperbaiki Skripsi
(.....) Tidak Lulus

Dengan diterimanya skripsi ini, sudah lulus dari ujian komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd.)

PANITIA PELAKSANA

Ketua,

Dr. H. Elfrianto Nasution, S.Pd., M.Pd.

Sekretaris

Dra. Hj. Syamsyurnita, M.Pd

ANGGOTA PENGUJI

1. Dr. Hj. Dewi Kesuma Nasution, S.S., M.Hum
2. Mandra Saragih, S.Pd., M.Hum.
3. Fatimah Sari Siregar, S.Pd., M.Hum.

1.

2.

3.

Appendix XI Surat Pernyataan Plagiasi



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jalan Kapten Mukhtar Basri N0.3 Telp. (061)6619056 Medan 20238
Website : <http://www.fkipumsu.ac.id> E-mail : fkip@umsu.ac.id

SURAT PERNYATAAN



Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Rizki Ajura Ayu Ningtia
NPM : 1602050077
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Derictive Speech Act in The Legend of Putri Hijau Comic Book

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
 2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong **Plagiat**.
 3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.
- Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, 20 Juli 2020

Hormat saya

Yang membuat pernyataan,



Rizki Ajura Ayu Ningtia

Diketahui oleh

Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd., M.Hum

Appendix XII Print out Validaty

Directive Speech Act in The Legend of Putri Hijau Comic Book

ORIGINALITY REPORT

28% SIMILARITY INDEX	24% INTERNET SOURCES	3% PUBLICATIONS	14% STUDENT PAPERS
--------------------------------	--------------------------------	---------------------------	------------------------------

PRIMARY SOURCES

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3	eprints.umk.ac.id Internet Source	4%
4	eprints.uny.ac.id Internet Source	2%
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Biodata	
Nama Lengkap	Rizki Ajura Ayu Ningtia
Tempat, Tanggal, Lahir	Medan, 02 Juli 1998
Jenis Kelamin	Perempuan
Umur	22 Tahun
Kewarganegaraan	Indonesia
Agama	Islam
Status	Belum Menikah
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E-Mail	Rizkiazura8@gmail.com

Background of Education :

Year	School
2004-2010	SD Swasta Pelita
2010-2013	SMP Negeri 24 Medan
2013-2016	SMK Swasta Trittech Informatika
2016-2020	English Department at Universitas Muhammadiyah Sumatera Utara (S1)

Acievement :

Year	Name of Achievement
2018	Finalis PIMNAS (Pekan Ilmiah Mahasiswa Nasional) ke-30 di Universitas Negeri Yogyakarta dalam bidang Penyaji/Persentase Tingkat Nasional
2019	Juara Favorit untuk penyaji tingkat Nasional di Bidang PKM-Kewirausahaan pada PIMNAS ke-32 di Universitas Udayana, Bali.