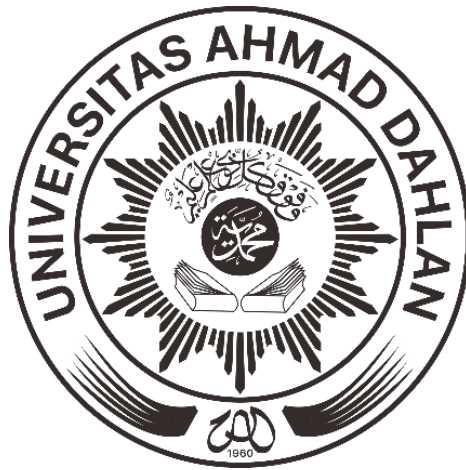


**INFLUENCE OF SYMBOLISM TOWARDS AMERICAN SOCIETY
AS SEEN GARFIELD'S COMICS**

UNDERGRADUATE THESIS

Submitted as a Partial Fulfilment of the Requirement to
Obtain *Sarjana Sastra* Degree of English Literature,
Culture, and Communication Universitas Ahmad Dahlan



BY

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FACULTY OF LITERATURE, CULTURE, AND COMMUNICATION

UNIVERSITAS AHMAD DAHLAN

2024

APPROVAL PAGE

**INFLUENCE OF SYMBOLISM TOWARDS
AMERICAN SOCIETY AS SEEN GARFIELD'S
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An Undergraduate Thesis

**Submitted as a Partial Fulfillment of the Requirements to achieve *Sarjana*
Sastra Degree in English Literature Department Faculty of Literature,
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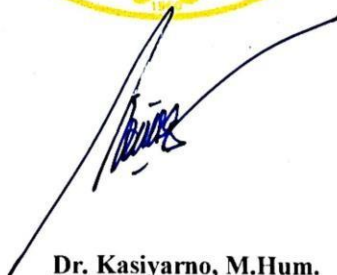
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RATIFICATION PAGE

INFLUENCE OF SYMBOLISM TOWARDS AMERICAN SOCIETY AS
SEEN GARFIELD'S COMICS

AN UNDERGRADUATE THESIS

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This Undergraduate Thesis has been examined on February 12th, 2024 and has been accepted as one of the requirements to Obtain *Sarjana Sastra* Degree in English Literature Department Faculty of Literature, Culture, and Communication Universitas Ahmad Dahlan Yogyakarta

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STATEMENT OF WORK ORIGINALITY



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Herewith, I state that all these statements, opinions, analysis, that I have written in this undergraduate thesis entitled *INLUENCE OF SYMBOLISM TOWARDS AMERICAN SOCIETY AS SEEN GARFIELD'S COMICS* are my original work. During the process, I optimally conducted my own research with the help of some references and suggestions. Every word and statement taken from these references are treated as quotation and experts in which the name of the author and publisher are stated. If any claim related to this analysis that I made persist in the future, I would be fully responsible for my clarification.

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Lampiran 2

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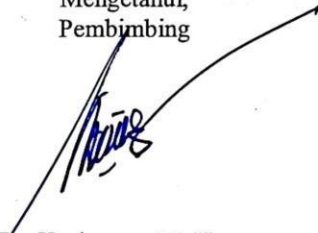
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Therefore, the author would like to express his gratitude for the guidance, direction and dedication that has been given to Dr. Kasiyarno, M.Hum. as a consultant in this research.

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3. Drs. Maftukhin, M.Hum. as the Head of English Literature Faculty of

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4. All lectures in English Literature Ahmad Dahlan University who have given their time and concern in advancement along the course of the studies.
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7. All of friends who always support me.
8. All of the people who cannot be mentioned by one.

Finally, the author admits that this research is still far from perfect. However, the author hopes that it can provide benefits to readers and that this research can be used as a reference for researchers in further research related to Garfield comics or American studies.

Yogyakarta, February 15th, 2024

The Researcher



Muh Raihan Muzakki
NIM. 1900026261

MOTTO

“FORTIS FORTUNA ADIUVAT”

Keberuntungan berpihak kepada orang pemberani

unknown

DEDICATION PAGE

Last but not least, I wanna thank me. I wanna thank me for believe in me, I wanna thank me for doing all this hard work, I wanna thank me for having no days off, I wanna thank me for.. for never quitting, I wanna thank me for always being a giver and tryna give more than I receive, I wanna thank me for tryna do more right than wrong, I wanna thank me for just being me at all times..

Hereby, I dedicate this graduating paper as my unbounded thanks to:

My parents have been my direction and bridge in living my life. They are Sukadi, my father, and Rahmawati, my mother. Thank you for love, direction, advice, struggle, and prayers while I was studying. Even though we are far away, I always listen to all the directions and advice that my father and mother give me and always carry them out as best as possible. Hopefully what father and mother give to children can always provide goodness in this world and in the afterlife. I can't name all the things I got, but all the memories of the life we have lived together will be stored inside of us and become a lesson for a better life in the future. This is for you, I hope Allah SWT. always provide health, happiness, smooth sustenance, and more patience to my father and my mother in guiding children and providing the best dedication.

I also don't forget to dedicate it to my beloved younger brother, Muhammad Rafie Mumtaaz. You make my life more meaningful and colorful, forgive your brother who sometimes likes to tease you. However, believe that your brother really loves you.

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INFLUENCE OF SYMBOLISM TOWARDS AMERICAN SOCIETY AS SEEN GARFIELD'S COMICS

By
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ABSTRACT

This research is entitled The Influence of Symbolism on American Society as Seen in the Garfield's Comics. This research discussed the symbols contained in the Garfield comic storyline which have an influence on American society. In this research analyze various symbols created from the Garfield Comic storyline, such as words, images, body movements and facial expressions which are reflected as symbols that have meaning and can influence the recipient of the symbol. This research is included in qualitative research used observation research methods and techniques for recording interesting things in data collection. This research used two theoretical approaches, namely George Herbert Mead's sociological theory and Mats Alvesson's Cultural theory. To analyze the data, this research used three main theories, first is Herbert Blumer's Symbolism Interactionism theory, second is Rolland Barthes' semiotic theory, third is Herbert C. Kelman's Social Influence theory.

The results of this research show that word symbols, gestures, body movements and facial expressions always have meaning. The meaning that has been understood from a symbol will provide a response as well as have an influence on the recipient of the symbol. This influence can take the form of changing a person's thought patterns, changes in behaviour, imitating the characteristics of the symbol actor, and creating a new atmosphere in the social environment.

Keyword: *Symbol, influence, society, Garfield*