

Cartoons in Science and Aesthetic Perspectives

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The issue now is how the cartoons in the scientific and aesthetic approaches, not only impressed purely humorous. Besides, in the interpretation of a cartoon contains many habitats, ways and values of scientific and aesthetic. And whether it's possible cartoon art in culture studies approach, because the role of cartoons in *humoris stsu jrnsks* can convey social messages that are criticized. As mentioned above that in the midst of the development of education, economic, political, social, cultural, arts cartoon future of globalization is a very important role. Because society, bureaucracy, capitalist super stress of work piling up, the environment that can be resolved by complicated moment to enjoy the opinions, the discourse of humour in cartoons in newspapers, magazines etc.

Keywords: Cartoon, humour, and satirical.

The presence of cartoon art as one of pride in the creativity of an artist or a cartoonist in the realm of artistic creativity is the result of a very fine art potential in the fight for progress towards the artistic part that is entertaining. The existence of cartoon art can be displayed in newspapers, magazines or other print media, or the movie screens as a spectacle that is the comedian, is moving on with cartoon characters printed mediated current is applied until now only as a complement rather than print media, can even realize the other side of that is bringing its own mission that is loaded with humour and social criticism in the community. In its development the cartoon not only as an ornamental and can even be used as promotional media.

The role of cartoon art in the print media can increase the existence of the print media itself in presenting a more complete menu in a more straightforward picture, witty and can attract attention, even cartoon art can speak a thousand words. But it will happen in a cartoon appearance and communicative if the application does not raise an event or promote a good product in the delivery of ideas and styles of presentation because verkal elements with visual elements have not been well integrated. If the cartoon style in its presentation has a character in accordance with its mission without the words

lkatapun will have meaning, function and meaning is clear and the message conveyed can be captured clearly as well.

Cartoon views of visual form is very interesting and very impressed humour. Humour can be presented in various forms such as puzzles fairy tales, folk poetry, folk songs nickname, caricature, cartoons and even a funny food names. Cartoons (cartoon) Cartone is derived from Italian meaning "paper". In the beginning was the naming of cartoon sketch on paper a lot as a design or designs for painting a canvas or wall. At this cartoon is an image that is intended as humour and satire (Space "et al., 1979, 201). So the cartoon is not only a statement of the art for the sake of art alone, but have an intention to be funny, even sarcastic and criticizing (Wijana, 2003: 4).

Forum for criticism or satire, starring a cartoon we often encounter in newspapers, tabloids and magazines. In this medium cartoons are usually presented in part so that the readers enjoy the rubric-sections or articles are more serious. With a cartoon brought readers into a more relaxed situation. Although the messages carried in the cartoon as serious as the messages articles, messages in cartoons are more easily digested and understood in

relation to nature is entertaining. Besides containing criticism or satire packed with the humour is not so perceived harass or embarrass (Wijana, 2003: 4-5).

Ahead of the twentieth century in the development of the cartoon is very rapid and various characters appear according to the hermitage of the cartoonists, cartoonists who each managed to create the creativity that has a different character such as the famous works of CDs Batchelor American citizen, entitled "Enemy agents. U. S. War Effort. Venereal Disease" is a political cartoon that gets the winner of the Pulitzer (1937) are very popular. Cartoonist large big was Walter Disney managed to create two animated cartoon character in 1901's first typical result of contemplation on the way to the rice fields and see rats, mice can give birth so that he inspired a cartoon character named Mickey Mouse and Donald Duck are now very popular because of the cartoon visuals also comes with an interesting colouring techniques.

Along with the development of the cartoons in its history in Indonesia, many of the most popular cartoon characters such as "Mr. Tuntung" is a series of cartoon strips contained in the newspaper analysis, the cartoon series is very simple just three columns. The theme of the cartoon "Mr. Tuntung" this is about social or environmental issues, political issues are rarely brought. Humour away from sensitive issues like religion and sara. Mr. Tuntung this cartoon series created by a cartoonist who lives in the city of Medan named Basuki Cartoons "Mr. Tuntung" first appeared in 1972. Cartoons "Mr. Tuntung" one of Indonesia made a cartoon series of stamps in 2000 with "Panji Koming (*Kompas*), Mang Ohle (*Pikiran*), sideboards (*Bali Post*) and Mr. Ber (*Suara Merdeka*).

Cartoon nuanced regional character was now fixed a lot of growing like a cartoon that was published in the magazine Bali-bog Bog (Bog-Bog Bali Cartoon Magazine). Visually, the cartoon character of Balinese culture as the clothes worn by the characters - a cartoon character is mild Balinese traditional clothes. Mission cartoon with lies make healthy nation "cartoon character in this magazine are Made Bogler, but not all cartoons are applied in this magazine is always the central figure Bogler.

As an approach to validity data in this paper used data collection method library is a collection of data that seem to describe the results of research, field observations and information, as well as analyzing the literature review and discuss the theoretical basis in response to the problems faced (Soehardi, 2001: 356).

The problem in this matter is: What can be brought closer cartoon art in scientific discourse and the discourse of aesthetics? Similarly How cartoons can be brought closer to the culture of science studies?

Associated with this method how to analyze a cartoon to get the meanings behind the visual form of a witty cartoon / humorous and contain the opinions critique an issue of social phenomena in society. Uncover the secrets behind the cartoons that have a clear answer. To get the answers it is necessary also because the theoretical interpretation of the cartoon has many interpretations and meanings.

CARTOON PERSPECTIVES IN SCIENCE

Cartoon History.

The word comes from the English cartoon or in Italian *cartone* which means thick paper. Initially cartoon refers to the notion of pure art drawing cartoons in the plan is rough or preliminary sketch in a large canvas or wall hangings. In architectural buildings such as mosaic, glass and fresco. Archaeological evidence has found a cartoon or caricature is found on the walls and flower vases in the era of ancient Egypt and ancient Greece.

The renaissance period in the sixteenth century Michelangelo, Buo Narotti using cartoons in fresco on the story of doing the work of human creation that is very popular and served until now can be seen in the Sistine Chapel. Leonardo da Vinci in his work entitled *The Virgin and Child with St. Anne and St. John the Baptist*, is a cartoon created by Leonardo da Vinci in the original meaning.

A cartoon with a fully drawn on paper as studies for further proceedings be categorized as a work of art such as paintings or tapestries. Collection of world paper cartoon Peter Paul Rubens's work for a large rug into a collection of John and Mable Ringling Museum of can be seen in art in Sarasota Florida.

The father of modern cartoons are artists who come from Perceis Honore Daumier (1832-1870). He turned into cartoons the leaders of France for French newspapers and magazines, was even jailed in 1832 for criticizing King Louis Philippe. Year 1843 is a period in which the cartoons began to be taken into account the presence of its existence, in that year held a large exhibition and competence cartoons initiated by Prince Albert, husband of Queen Victoria of England.

Cartoon entitled Substance and Shadow by John Leech is an allusion prepared for the construction of fresco in the New Palace of Westminster (1843), and then made the modern sense of the word "cartoon" in modern print media, cartoon illustrations are usually aimed at humour. Fresco is the art of glass drawings with beautiful colours illustrating legends or myths of European societies.

This concept came into use from 1843 when Punch magazine applied the term to satirical drawings in one of the pages, particularly sketches made by John Leech. Early parody of a cartoon seen in the fresco in the new historic palace of Westminster. The original title for the image created by the carpenter's pencil (illustrator) Punch magazine and the new title 'cartoon' is meant for something that is ironic, with reference to the attitude of self work from Western politicians.

1900, editorial cartoonist, Sir David Low of New Zealand create characters on themselves "colonel blimp" the old reactionary military figures. Low began his career as a cartoonist in 1914 and in 1919, he moved to England. Associated with the development of the cartoons in chronological order, year 1930 - 1940 is the popularity of comic books, while in 1935 served until 1945 (post-World War II) is the popularity of comic humours.

Technical publishing the cartoons in the past (before the development of print and colour separations) is the manual way in which cartoonists draw directly on a block of wood boxes, after the drawing must be biased with a pencil or pen, then carve carver appropriate squiggle lines. This process takes approximately 24 hours. The continued development of printing techniques cartoon-making process becomes more effective and efficient even more so after the development of digital techniques

Along with the progress of the times of the cartoonists make innovations to the cartoons, which then led to a cartoon. Early emergence of cartoons as cartoons that move spearheaded by a cartoon with a horse which owns processed from images created by Edward Muybridge in the 19th century. Simple picture is between comic strips and early animated films. "Cartoon" refers to animation, where the term has become something common in later developments.

Cartoons can be watched on a television screen or in the cinema and created featuring illustrations created as if the bias move. The word cartoon (cartoon) is usually shortened to 'toon', it was popularized by the movie starring Roger Rabbit. Cartoons mostly a diet program that includes children's fable story, superhuman, adventure and the kind of cartoons the other themes (Admin, October 22, 2010 in <http://www.id.adipedia.com>)

Cartoon Understanding.

Cartoon by Big Indonesian Dictionary is the alleged appearance of a funny picture, related to the prevailing circumstances (related to politics) (1995: 448).

Cartoon and Caricature complement each other, both featuring the atmosphere of funny, sort of burlesque parody and criticism alone makes the nuances: a symbol of the mind in the form of attitudes and feelings, criticism and satire delivered in jest, and exaggeration is the identity of cartoons, especially not need to be taken seriously even responded to jest. (Catalogue: The 9th. Kyoto International Cartoon Exhibition, 2010: 3).

Common sense cartoon by Alex (in Ranang et al., 2010: 3) describes that the cartoon was a joke picture that appears mediated mass, which contains only the humour alone, without bringing any burden of social criticism. But in contrast to the opinion Sudarta (in Alex Sofur, 2003: 138) in Ranang et al. (2010: 3) are all pictures humour cartoons, including a caricature of itself. Caricature is redundant or face a deformation. Usually famous people, to beautify it "with a depiction of typical outwardly for the purpose of ridicule.

Furthermore, said Pramod that actually are part of a cartoon caricature cartoon in particular types of opinion. Caricature that has been given charge

of the message of criticism, and so forth means has become a cartoon opinion. Or cartoon carries social crackling message contained any publication of newspapers is the political cartoon or editorial cartoon, which is another version of an editorial or an editorial in the form of humorous drawings. This is what could be called caricature (Alesc Sobur, 2003: 139 in U.S. Ranang et al, 2010: 3)

While Sir David Low and R.E. Williams's (1984: 728) Encyclopedia Americana mention in the book 'A Cartoon is drawing, representational or symbolic, that makes a satirical, Witty or humorous point it may or may not have a caption and may comprise frequently, Their targets are in the field or political or public Affaire, but They may be social customs, fashions, or sports events or personalities.

Noerhadi (1989: 189) in his article entitled Cartoon and Caricature as a vehicle of social criticism (in Wijana, 2003: 7) defines the cartoon as a humorous response in the form of visual imagery. In this article the concept of strictly separated by a cartoon caricature. Cartoon characters are fictitious creations to present comedy and witty social and visualization. While the figures are the figures of caricature imitation through distortions to give a particular perception of the reader so often called Portrait Caricature. The word caricature (caricature) is derived from the Italian caricature (of *caracare*), which means giving the charge or additional expense. Yang cooked up the political figures or people who because of certain events into the limelight. In this case, the physical deformation of his characters were not always intended as satire, but may also simply to display it in humorous.

So based on the descriptions associated with understanding cartoons can be concluded as follow-up in the discussion here that "Cartoons are humorous or satirical drawings charged in various media with characters who are fictional (Wijana, 2010: xx) as it has also been decomposed in the description of the background here that the cartoon is not only a statement of the art for the sake of art alone - eye , but have an intention to be funny, even menyidir and criticize.

Cartoon Types and Functions

There several description types, among others, cartoons based on multiple sources.

1. Editorial cartoons (Editorial Cartoon) used as a visualization editorial newspaper or magazine. This cartoon is usually discuss politics or current events, so-called cartoons political cartoons.
2. Pure Cartoons (gag cartoon) that is intended simply as a funny picture or banter without intending to review an issue or event.
3. Cartoon comics (comic cartoon) that constitute arrangement drawings usually consist of three to six boxes. Its contents are humorous comments about an event or actual problems. (Wijana, 2003: 11).

In contrast to Pramod R. Pramujo in the National Exhibition catalogues and Mubes II Pakerti, divide the cartoon satire (Graphic Satire) in three categories.

1. Comic Satire: works that are packaged in the form of cute, with elements of humour that stands out, with the intention of laughing and invite laughter (the reader).
2. Tragic Satire: works made to evoke sadness, pity and anger. Usually to raise issues related to death due to accident, victims of war or negligence, and approach problems or other tragic things.
3. Nightmarish Satire: works which bring an atmosphere of spookiness, gripping, serving things like a surrealistic nightmare made to question the issues related to moral deviations (Suwandi, 2009).

In other types of cartoons sources there are also studies the theory that the same memorable, but there are emphases as keywords so easy to be understood (<http://www.googk.com//wikipedia> include:

1. Gag cartoon or cartoon pure, is a cartoon which are intended merely as a funny picture or banter without intending to review an issue or an actual event. Pure cartoon page usually appears adorn a special page of humour found in newspapers or other publications. Making cartoons is purely a fairly well known much Kokkang whose work was published in various publications.
2. Editorial cartoons are satirical image column in a newspaper commenting on news and issues that are being crowded discussed in the community as a visual editorial, cartoon reflects the policies and the political line of medium load, while also reflecting the culture of public communication of its time. By its nature this is the editorial cartoon is often referred to as political cartoons.

Examples of famous cartoon in Indonesia is in daily *Pasikom Oom* in *Kompas* daily and conch in the daily ray of hope. Some cartoonists are intense in editorial cartoons, among others Sibarani, GM Sudarta, Pramod, John Hidayat, and Dwi Jaya Suprana Koendoro.

3. Comics is a mix between art images and literary arts. Comics are formed from a series of images, which are all a series of stories that each image contained a narrative story speech balloons with the character/characters easily recognized. Examples of popular comics today are Japanese comics. Japanese comic featuring a story not only children, but love affairs comics. Comics currently dominate the comics industry in Indonesia instance, Doraemon, crayon Shinchan, Kobo Chan, innocent stories (Kungfu Boy). In Indonesia also has a pretty famous comic works of Hans Jaladara Skull Banner, or Bende Mataram, Gandala until Mahabharata story and others. Local comics still survived until now in the publication of newspapers, magazines and others.
4. Caricature, an outgrowth of political cartoons funny pictures are distorted and satire or sarcastic "caricature is a characteristic of deformation or distortion of facial and physical form, usually men were targeted aggression. The characters portrayed are not fictitious but by distortions to give a particular perception of the reader. Drawn character between different cartoons and caricatures, cartoon depicted a fictional character portrayed by the characters while caricature imitation of a real person via distortions, to realize a funny picture but contains an important message.

In addition to the type cartoons literally contain objectives in terms of visualization and visualization reversed. In visualization cartoons have a purpose solely for entertainment. Because the terms of a distorted form or distortions produce a funny cartoon shape and enjoying. Examples of these cartoons is a Gag Cartoon or pure cartoons and comics. The purpose behind the non-visual cartoon is a cartoon that aims to deliver message to the audience, a good social message, education, politics, health, environment and others. Contained examples of cartoons in newspapers, magazines or other print media that have the characteristics as a medium

of entertaining and is also critical, intelligent and actual.

Based on the historical natural limits and the type - the type of cartoons from the perspective of science, surely cartoon art in its ontology into the humanities because of its science is at odds with natural science; meet the humanities as an umbrella arts humanistic sciences. Science if it is seen by the etymology according to Big Indonesian Dictionary 4th Edition (1995: 370) is the knowledge of a plane arranged systematically according to certain methods, which can be used to explain certain phenomena in the field (knowledge of) it.

Science is a branch of knowledge that has certain characteristics. Although methodologically science do not distinguish between the natural sciences with social sciences, both of which have characteristics similar scholarship. Philosophy is a research paper in philosophy of science who want to answer questions about the nature of science, namely:

1. Any kind of object studied science? How is the essential form of the object? How did the object relationship with human perception such as thinking, feeling and perceiving that produce knowledge?
2. How the process that allows to derived knowledge of science? What is the procedure? What are the things that must be considered to be true knowledge? What is called the truth itself, what was true criteria and techniques/methods/means of what helps to gain knowledge of science?
3. To the knowledge of what science is it used? How the link between the way such use by moral rules, How the determination of the object studied by moral choices? How the link between procedural techniques which are operational scientific method with norm-moral/professional? "

So to distinguish one kind of knowledge with other knowledge is then the question What are reviewed by the knowledge (ontology)? How do I get the knowledge including the use (axiology).

By knowing the answers to these three questions we can easily distinguish the various types of knowledge in the repertoire of human life. This

allows us to recognize the various knowledge such as science, art and religion and science is put in place - each of which mutually enriching people's lives (Suriasumantri, 1995: 33-25).

Based on the exposure of the nature of science is very clear that part of the field of cartoon art visual art has the structure outlined by the philosophy of science that science is essentially Cartoon research paper objects (ontology) form the character traits of the distortion is the result of the approach, the assessment methods/ways to create cartoon (epistemology) and to what knowledge the cartoons. It deals with the role, function (axiology) related to moral values.

If examined in terms of subject matter studied philosophy includes three things: so-called right and wrong is what is called logic, which is considered good and what is considered bad manners and that includes beautiful and what is bad, including aesthetics. Along with the development of the three main branches of philosophy of science is then increased again the first theory of the "there" about the nature existing substance, about the nature of the mind as well as the link between matter and mind are all summed up in metaphysics, and politics that is both a review of social organization/governance ideal. The five main branches of philosophy is then evolved again into branches of philosophy have a more specific areas of study include philosophy of science. The branches of philosophy include: 1). Epistemology (philosophy of knowledge); 2). Ethics (moral philosophy); 3). Aesthetics (philosophy of art); 4). Metaphysics; 5). Politics (philosophy of government); 6). Philosophy of religion; 7). Philosophy of science; 8). Philosophy of education; 9). Philosophy of Law; 10). Philosophy of History; and 11). Philosophy of Mathematics (Suriasumantri, 1995: 32 - 33).

Based on the branches of philosophy, cartoon shading in the philosophy of aesthetics (philosophy of art) as a two-dimensional works have a distinctive character humorous, satire, insinuation. If humorist gave entertainment to the connoisseurs and satire criticizing passing verbal messages of social issues, politics and others that arise amongst the people. Cartoon art has a philosophical foundation of aesthetic ideology that gave birth to the concepts in the forms of cartoon funny and interesting visual.

CARTOON IN AESTHETIC PERSPECTIVE

Beautiful art and the two issues are never separated from each other and never spoken out until now. Both of these are an issue discussed in the various theories of aesthetics or philosophy of art. In the theory of art has always questioned the existence of two components namely art and beauty, and the two are closely related to or share with the denotative and connotative meanings.

Aesthetics is part of philosophy. In the study of philosophy, aesthetics is classified in the matter of values, or philosophy of indigo, in line with ethical values. But in the aesthetic object classifications included in the discussion of human philosophy of logic, ethics, aesthetics or anthropology. Study of aesthetics as a speculative philosophy, is fundamentally a thorough and logical, was originally a part of a general philosophical thinking of a philosopher, at last the beauty of this philosophy specializing in works of art alone. In its development in the 20th century the beauty of this philosophy began to shift towards science. This is also named after 20th century aesthetics aesthetic of modernity or science (Sumardjo, 2000: 26).

The word aesthetics derives from Greek meaning *aisthanomai*, *aisthetikos* or observed by the senses (Lexicon Webster Dict, 1977: 18). Besides, this notion is connected also to the Greek word meaning *aisthesis* observations (Waarneming) English perception (Kuypers, 1977: 251). Thus one sees aesthetics as a science of observation (E, B. Feldman, 1967: 280) or sensory science (the science of sensuous knowledge (in Gie, 1976: 15). Our response to art is unique and not Intellectual precisely, beauty and perfection. That We find in works of art do not consist of concepts but sense impressions (= sensory impressions) (Tillman & Cahn, 1969: X) (in Sahman, 1993: 1).

At times there were two groups Renaissance of view regarding the interpretation of aesthetics: that is grounded in Plato and Aristotle. Basically the Platonists to introduce the beauty within the soul, while the adherents of the Aristotelian put the idea of beauty in the physical quality of the artwork. Plato's followers in Italy is Marsilio, Ficino, Ficadella, Mirandola. Prominent figures from the Plato is Facino (1433-1499) who argued

that art characteristic trait is his ability to break away from material things. In contemplation, the soul leaving the physical stuff and fused in the idea, form, resulting in the experience of beauty. This experience is then expressed in the form of art. While the Aristotelian view more diverse again, giving rise to the aesthetic debates of his day. The Aristotelian emphasizes physical beauty. The main character is Alberti (1409-1472) who claim art is a harmony between the elements unshrinking, and any changes in the smallest element can damage the art (Sumardjo, 2000: 282-283).

The emphasis of Plato is subjective, while the Aristotelian is objective, stressed that the object of art objects that give rise to beauty. Alberti gave birth to matter Sense of Beauty as an ability to be able to see the beauty of objects. It was born among the Aristotelian view of hedonic (pleasure). Agostino Nifo example shows the natural beauty of the beauty of the body of Joan of Aragon'd adored. Meanwhile Castelvetro stated that the arts should provide entertainment in the form of pleasure, excitement, and recreation (Sumardjo, 2000: 283).

Based on these views in advance about the aesthetics of the figures of ancient Greece and Renaissance associated with the 'Cartoon in Aesthetics Perspectives "can be used a reference that the Platonists in understanding the art to achieve beauty is not dependent with less objects. In its contemplation the soul leaving the physical things (the subject). While the Aristotelian emphasis on physical beauty is more art objects (object). Cartoon opinion writers into a second zone of the aesthetic view of the above is the subject of cartoons created by abstract ideas that do not depend on the actual figures but can still bear a visual cartoon art (art). In the cartoon objects formed based on the rules of art and aesthetic forms of contemplation toward relying on the phenomenon, because the function of cartoons evolved into a critical function in addition to the main humorous.

Cartoons in the context of an aesthetic perspective is not yet final appearances notably in print if the discourse of humour and verbal discourse in addition to aesthetic elements that make up the cartoons have not been met.

Humour

Humour in cartoons tend to be the essential characteristics of the discourse of entertainment since the creation of cartoons to entertain the reader as well as a vehicle for social criticism against all forms of inequality that occurred in the midst of society. Because humour is one effective means of criticism while other channels can not perform its functions. Cartoons are a form fake but behind this lie is visually from the shape of the head, body and limbs such as legs and arms all of play lines that form the field of humour and a whole has value or meaning.

Philosophy of humour in the cartoon is funny to distract people from tension, stress and awaken the audience of cartoons, that humour is the essence of life to health and avoid a prolonged life span. Humor is one form of the game, as *humoludens* man likes to play. For adults to play is the creation of theta I for children is part of the learning process (Allan, 1989: 119). Referring to the issue of humour that has unravelled over the concept of humour in everyday community life is very important, because humour provides a sense of security, like much of the tension, amusement rides and education to improve the quality of life. In line with that put forward by Danunjaya (1989) (in Wijana, 2003:3) that in society, whether they are erotic humour and social protest, serves as entertaining. This is due to humour can channel inner tensions regarding inequality that can relax the norms of society through laughter.

In the society that has worsened the situation, humour takes an important role. Humour man can free himself from the burden of anxiety, confusion, cruelty, and misery. Thus humans can take an important action to fare clarity of vision so as to distinguish what is really good and really bad. With the humour of human society can confront inequality with jokes and laughter. Humour can also be used as a tool psychotherapy, especially people who are in the process of rapid cultural change, such as Indonesia (Danunjaya, 1989: 498).

So humour as an aspect of aesthetics in art cartoons displayed through forms of distortion visually and through text is a form of social communication has a purpose in addition to entertaining and educating the public, responsive to the conditions of the

situation that occurred at the same time educating the community and society nation. Humor in the context of art or aesthetics, not always have the sense that the cartoons in its essential form should be soft, harmonious color look, but lean towards the concept of visualization cartoon shape deformation, the lines form a distinctive, unique beauty is known in the art form of cartoons. Because cartoons including talented born artist or cartoonist through his experience, taste, contemplation quite heavy and cumbersome perceived by its creator, because cartoons have the functions can speak a thousand words to pour social messages to the public.

Verbal

As a work of talent, cartoons during an appearance in totality, is associated with the cartoons in the perspective of the aesthetic aspects of verbal discourse as a part of the elements of mass communication is a very important issue. Although the language proverb says a picture can speak a thousand words without text. But the verbal discourse is contextual text in the mission of the cartoon. Visual and verbal contexts of cartoons and text (verbal) if it has been mutually supportive role that is drawing to explain the text, and text can better explain the significance or meaning of the image then the mission will be achieved cartoons. This is what is meant by beauty in works of art, especially in cartoons from the standpoint of aesthetics.

Cartoons on the appearance can be divided into two types of cartoons of verbal and non-verbal cartoons. Verbal Cartoons are cartoons that make use of verbal elements such as words, phrases, sentences, discourses besides funny pictures provoke smiles and laughter in his readers. Cartoon subsequent verbal cartoons are divided into two, namely the verbal element of the dominant verbal and verbal cartoon verbal element is not dominant. Cartoon verbal humour of the first kind can generate images without the support whereas the second type of verbal cartoons are not able to raise the cuteness without the support of the image.

Elements Aesthetics In Cartoons

Cartoon visual elements include graphic visual elements like line, shape, color, value contrast, texture and form. All the elements of this visual melting into a unity born of a work of art that have aesthetic values of interesting and fun.

a. Line

The line is a sign made by the tool to draw across the surface area of the equipment used for the drawing include pencils, ballpoint, pointed brush, keyboard, mouse and others. The lines are also defined as moving dots. Categorized by life line, direction and quality. Time line or line attribute refers to the movement of the line from beginning to end. Time line can be a straight line, curved or single angled (Suyanto, 2004: 37).

So based on aesthetics in the context of the cartoon was instrumental line to give birth as a cartoon creation of remains. Because the line as the main element or base to form a visual idea with the concept of ideology as an image in the form of deformation was born into art cartoon/caricature. The lines give strong pressures in the form of a cartoon through a certain rhythm and certain characters, so that the cartoon has a strong visual value. In a sense lines can represent the character creation too.

b. Form

Form a general picture of something or the formation of a closed or sealed any pathway. Many ways to draw shapes on a two-dimensional plane as a line. Lines can be used to draw shapes arranged, like a circle (ball), cylindrical, how the shape will show its quality is described. Another way to draw the shape is the use of colour and collage. The grey colour areas produced by black and white is a form that is not made with the lines so distinctly different colour with a line (Suyanto, 2004: 39-41).

Form of cartoons produced by expression lines such characterizations figures reflect the character fat, skinny, popular figures, figures the king, and others, although the cartoon was the result of deformation of a fixed form of expression will appear where cartoon characters and the king figure or figures where people conglomerate. Thus the line in game art forms such as cartoons, it is an expression of style of the cartoonists from experience, imagination and contemplation, which at the moment of creation a cartoon is funny and interesting.

c. Color

Color is a very strong graphic elements and provocation. Colour which is the first impression is captured by the human senses as among the graphic elements of the most powerful that touches the

eye. Colours often influence the world of fashions, which leads to the developments of trendy life style and affect human's soul as having the meanings of colour psychology in conventional or contemporary cultural life.

According to records in the Complete Indonesian Dictionary colours have a meaning that is: the impression gained from light that is reflected to the eyes by objects (1995: 1125). Colour has a content of meaning or significance behind the connotative meaning is denotative. And the psychology of colour indicates the properties such as for example: a red colour into heat, white is related to being clean or sincerity. The main colours are red, yellow and blue. These three colours include primary colours that can generate an analogue colour (Pujirianto, 2005: 38).

Colour can evoke human desire which is related stimuli. No strange colours in its application to the work of cartoon art, contains many meanings: as the meaning of educating, insightful. In the study of visual colour psychology can give the impression of each character in the cartoon as well as the role of art and beauty aims. Culturally colours also reflect the social status of the community can be reflected through the expression of a cartoon carries certain missions as medium humour and satire to the phenomenon in a developing society.

As was mentioned earlier that the character has a colour symbolism (Suryanto, 2005: 38).

1. Yellow, bright character, cheerful, friendly, cheerful and bright. The symbols are intelligence, life, victory, joy, excitement and brilliant. The colour yellow is the colour that can emotionally move the energy and fun, glory and beauty.
2. Red, strong character, energetic, angry, daring, danger, stimulating, positive, aggressive and hot. Symbolic nature of lust, primitiveness, anger, courage, strife, the danger of war, sex, cruelty, danger and sadness.
3. Blue, cold character, passive, melancholic, wistful, sad, calm and impressive distance but sunny. Symbolically associated with the sky where the gods, the supreme solar or celestial blue that symbolizes majesty, confidence, determination, faith in chivalry, truth, generosity, intelligence and peace.

Switch on the character and the symbolic colour like this upfront roles in the context of creating an aesthetic colour in this cartoon is the part played by a cartoonist, and has implemented in the development of cartoon/caricature. As with the series Mickey Mouse and Donald Duck series created by Walter Disney is growing rapidly in America and around the world Cartoons included in the Film Animation has now played a blistering power of colour as a visual, cartoon growing rapidly today as Japanese anime cartoon animation that will target children with entertaining stories, anime with heavier weights and complex story to the category of adults with type - kind of TV episodes, OVA / OAV (Original Animated Video) with colours that are very interesting behind this colour connotative and denotative actualized.

CARTOON STUDIES IN CULTURE PESPEKTIF

Noerhadi with his article titled Cartoon and Caricature as Social Critique Forum (in Wijana, 2003: 7) defines the cartoon as a humorous response in the form of a visual story. And the cartoon is also used as a vehicle for development of social criticism that leads to inequality in society regarding cultural, political, economic, social aspects. The issue is if understood and assessed Culture Studies into the theory behind the cartoons that have a visual form that funny a lot of mystery contains interpretations of social meanings.

Several approaches and interpretations of critical theory associated with the cartoons as a work of artifacts. Assessing the work of cartoon art does require cross-disciplinary sciences such as aesthetics (art) and critical discourse. From the standpoint of Culture Studies the following should be taken into considerations.

1. Deconstruction theory.

The theory of deconstruction is one of the most critical social theory parallel to dismantle the problems that exist behind the messages of cartoons. The theory of deconstruction or deconstructing issued by Derrida, which means separate, releasing, in order to find and expose the assumptions of a text. In particular, deconstruction involves the dismantling of hierarchical binary oppositions such as: speech/writing, reality/appearance, nature/culture, sanity/

insanity, and others who work in a way guarantee the truth aside and devalued the inferior to the opposition banner (Barker, 2008: 81).

In keeping with Derrida's thought is that one of the characteristics of critical social theory by Ben Agger is to distinguish past and present, are generally characterized by domination, exploitation and oppression. A future will break down this phenomenon. She connects the past, present and future with the arguments that the potential for a better future has no past and present. In this case the critical social theory encourages the possibility of future progress of society can be created by social and political action carried out intensively. The role of critical social theory is political because he participates in driving social change; not solely or mechanical natural agitation (Agger, 2007: 8).

In line with Derrida's ideas about understanding the theory of deconstruction and strengthened by understanding one of the characteristics of critical social science from Ben Agger (because deconstruction including critical social theory) is how to dismantle the discourse phenomena cartoons that contain critical messages behind the cartoons are the visual appearance humorous. Because today's cartoons possess multiple roles in addition to entertaining and are also criticizing the social phenomena that exist in the community. The cartoon messages have certain meanings to power, this is the deconstruction by Derrida who wants to restore order to society in a humorous manner, although born in a binary opposition of nature.

2. Hermeneutic

Besides the theories of Derrida's deconstruction, hermeneutics theory is a theory that is very worth it also to know all the secrets behind the appearance of cartoons that appeared to be mediated print representative. Hermeneutic although considered an old topic, recently has emerged as something new and exciting in the field of philosophy. Hermeneutics has bounced back from the past and is now considered essential. Etymologically, the word comes from the Greek *hermeneuein* meaningful interpretation. Then the noun *hermeneia* can literally be interpreted as 'interpretation' (Sumaryono, 1993:23).

Besides hermeneutics ultimately defined as "the process of changing something or ignorance to

be understood". General limitations are always considered to be true, either hermeneutics in view of classical and modern in outlook (Richard E Palmer, 1969:3) in (Sumaryono, 1993:24). Hermeneutics in the classic view will remind us with writing Aristoteles in *Peri Hermeneias* or *De Interpretatione* the words that we say is a symbol of our experience, and words that we write is a symbol of the words that we speak it. (De Interpretatione, I.16a.5) in (Sumaryono, 1993: 24).

Based on a hermeneutic theory of how to assess, analyze mystery or secret behind the cartoon signals a message via surgical instruments so that the interpretation of unknown significance meaning hidden behind the cartoons. What is the meaning of Aristotle's assertion that the words that we speak is the symbol of our experience, the words that we write is a symbol of the words that we speak, this means in the context of the discourse that the role of the cartoon is a cartoon representation of the social phenomenon of community through verbal and non verbal messages. Based on the assessment in cartoon art I will be exposed altogether either expressed or implied from the visual messages conveyed by cartoons such as political messages, social, economic, cultural, arts or the environment.

So the art of the cartoon itself is a mass communications vehicle in channelling the style or styles of humour, so the viewer/reader/audience will not be interrupted by the preoccupations of high tension if the time to enjoy the cartoons. Poko discourse task gives information on humorous cartoons, critical and theoretical criticism presented by cartoons provide educational discourse, understanding, and changes in mental or mental development, human attitudes toward a better, perfect toward a more open society, freedom without any outside hegemony human rights.

a. Semiotics.

Semiotics as a branch of science that has significance not only as a "method of study" (decoding) but also as a creation (encoding). As a method of Semiotics studies show strength in the areas of: anthropology, sociology, politics, religious studies, media studies and cultural studies. As a method of creation of semiotics also have an influence on the fields of visual arts, dance, film art, product design, architecture, including visual communication design (Sumbo,

2008: VII) So this is linked into the significance of art cartoon creation or encoding method, under visual communication design science, because in addition to her role entertaining cartoons as well as a vehicle for visual communication, in this cartoon comes with a text object and its appearance both in the context of criticizing inequality - inequality in the community as well as product advertising.

Semiotics is the science that is open to various interpretations. Interpretation of mathematical logic is not logic with only «true and false» Logic semiotics is the logic which is not measured by the wrong interpretation or validity, but the degree of logic of one interpretation is more plausible than others. Thus Piliang statement in (Sumbo, 2008: IX). This means reviewing the cartoon is not merely seeking the meaning of right or wrong, but look for logical degree hidden in a cartoon.

Semiotics is the study of signs (sign), the functioning of the sign, and the production of meaning. In view of Zoert everything that can be observed or unobserved can be called a sign. Because it is a sign not limited to objects. (Zoest, 1993: 18) in (Sumbo, 2008: 12). Further in understanding Semiotics by Saussure, as quoted by Prodopo (1991: 54) in (Sumbo, 2008 :12-13) sign as the unity of the two areas that can not be separated, like a sheet of paper. Where there is no sign of the system. That is a sign of (tangible word or picture) has two aspects are captured by our senses is called signifier field markers or shapes, and other aspects of the field marker is called the signified, the concept or meaning. The second aspect is contained in the first aspect. So the sign is or what the concept presented by the first aspect.

Tracing further that the marker is located at the level of expression (level of expression) and has a shape or a physical part such as: sound, letters, words, images, colours, objects and so on. Marker located at the level of content (level of content or ideas) of what is expressed through levels of expression. Labour relations between the two elements of meaning. Sign problem will always refer to (represent) something (object) other so-called referent. Red light stop refers to the traffic, also refers to the bright face of happiness, tears of sadness referring to. If the connection between the sign and referred the case, then in the form of people

who saw or heard there will be understanding (Eco, 1997: 59) in (Sumbo, 2008: 13).

Cartoons when assessed based markers, sign and sign, then the cartoons in the context of a marker that the cartoons were created based on elements of visual art/design such as line, plane, texture and colour to the rules of art such as composition, balance, rhythm/rhythm, harmony. Then sign refers to the level of speech, the relationship between signifier and signified the birth of meaning in terms of connotative meaning cartoons and denotative. While the sign is represented by its own visual style cartoon humorists of the shape deformation or distortion.

CONCLUSIONS

Understand the descriptions in advance that the cartoons in the perspective of science is part of the aesthetic philosophy of science that have traits - traits and understanding in science: form, function and meaning based on the nature of science or science related aspects of the basic principles of ontology, epistemology and axiology. From the truth of interpretation, the cartoon is not merely a cartoon but a mathematical truth has a logical interpretation of the nature of truth.

Cartoons from the perspective of aesthetics, that the design processing cartoons stems from a cartoonist's imagination based on the creativity of visual forms such as line, plane, shape and colour, as well as the creation of aesthetic value through the principles/rules are essential such as composition, balance, unity of rhythm and harmony thus create cartoon art that have a certain character and is humorous as well as satire or sarcasm, criticism.

From the standpoint of culture studies cartoon studies have secret meanings behind a lot of visual humour and contains critical messages that could open the horizons of society: a reader, connoisseur as well as educate the people because the nature of the cartoons in its development, criticizing the imbalances that occur in the midst of society, or bureaucrats and capitalists. Through the method of analysis of Derrida's deconstruction, Ben Agger, interpretation of Richard E Palmer would be revealed all the secrets of meaning contained within the cartoons.

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