

# PAK KADUK'S NARRATIVE IN MALAYSIAN POLITICAL NEWS: A PRAGMATIC ANALYSIS

**MUHAMMAD ZAID DAUD \***

Pusat Pembelajaran Bahasa, Universiti Teknikal Malaysia Melaka, 76100, Durian Tunggal, Melaka, Malaysia. \*Corresponding Author Email: zaid.daud@utem.edu.my

**MARY FATIMAH SUBET**

Fakulti Bahasa dan Komunikasi, Universiti Malaysia Sarawak, 94300 Kota Samarahan, Sarawak, Malaysia. Email: sufatimah@unimas.my

**AWANG AZMAN AWANG PAWI**

Akademi Pengajian Melayu, Universiti Malaya, 50603 Kuala Lumpur, Malaysia. Email: awangazman@um.edu.my

## Abstract

Pak Kaduk (PK) is one of the characters in Malay jokes. PK's character is described as a negative character, and due to this, the society associates PK's character and narrative with the political situation in Malaysia. Therefore, this study will analyze the character and narrative of PK in political news in Malaysia. This study adopts a qualitative method (or specifically, the document analysis method). The theory used for this study is the Relevance Theory (Sperber & Wilson, 1986, 1995) in the pragmatic field. In Pak Kaduk's funny anecdotes and jokes, there are six narratives, namely: (1) about his dressing etiquette (PK's paper shirt), (2) regarding the connection of the PK's chicken with the sultan/king, (3) about PK's nutrition (cold rice), (4) about PK paddling a canoe, (5) about PK killing his wife and (6) regarding PK migrating or leaving the village. The results of the study found that a total of 13 pieces of political news linked PK's narrative and character with the political situation in Malaysia. In conclusion, this study can prove that the character of PK is not only studied in the field of literature and linguistics but can even be associated with the context raised in this current work (politics in Malaysia).

**Keywords:** Pak Kaduk, Folk Literature, Political News, Narrative, Pragmatic Analysis

## 1. INTRODUCTION

According to Ya (2016), the political scene that is happening or has happened can be used as material that can be processed by language and linguistic researchers through the folk literature (FL). The study of language and linguistics has now crossed the boundaries of other non-linguistic fields, including the study of myths (Osman & Jalaluddin, 2018). Therefore, the application of cross-disciplinary fields needs to be applied in the study of language and linguistics so that it is not stagnant (Jalaluddin, 2014). Multidisciplinary fields such as zoology, medicine, communication, politics, geography, education, engineering to name but a few, can be absorbed in FL studies (Subet & Md Nasir, 2019; Daud et. al, 2023a, 2023b).

FL works are seen as a discourse that carries an organic cohesion (Novy, Swiatek, & Moulart, 2012; Ya, 2016; Astuti, 2018). The aesthetics of FL's work is of high value due to the interweaving of themes, character system, plot, setting, language style and all elements of creativity in it. The aesthetic value of FL's work does not stand alone, except to combine all the disciplines or fields of knowledge that exist in the life of the author and