

CHAPTER I

INTRODUCTION

1.1 Background of the study

Television is one of important aspects of human daily experience, and also as one of the most substantial aspects of modern human cultural lives today (Rolinson, 2005). It grows and becomes the most interesting electronic device since people can enjoy not only information but also entertainment on the screen. Therefore, Indonesia has many TV channels that have been enjoyed in everyday life. The creative teams of those TV channels are always competing with each other to create attractive programs that will catch the audience's attention. One of the attractive TV programs today is Talk Show.

Talk Show is a television program which brings a discussion and unscripted interactions among guests, host, and studio audience members (Manga, 2003). Talk show usually shares and discusses about current issues such as politics, economics, fashions, cultures and many other topics based on the concept of talk show itself (Timberg, 2002). Furthermore Morrisan (2008) stated that talk show is a television program categorized as soft news. Soft news is a kind of news which reviews particular problem delivered in-depth by the host.

A total numbers of Talk Shows in Indonesia increase rapidly in recent years. People can enjoy many talk show programs such as *Kick Andy*, *Ini Talk*

Show, Rumpik, Tonight Show, Basa Basi etc. Those talk shows always show their consistency in providing both entertainment and news for their audiences.

One of new talk show programs in Indonesia is Basa Basi (Bahas Sana Bahas Sini). Basa Basi (Bahas Sana Bahas Sini) is a new talk show program from Trans TV for their loyal audiences in the end of 2014. This Talk show began on December 2014 every Monday to Friday at 10:00 am. Basa Basi presents a unique and inspiring theme including humanist, lifestyle, entertainment and all the phenomena which become hot issue in society. This theme becomes a reason why this talk show is very fresh and mild in the morning.

Basa Basi intends to present guest star who becomes popular person in typical topic related to the concept of this talk show which focuses on certain topic that becomes hot issue in Indonesia. Not only celebrities but also ordinary people who become a trending topic in cyberspace can derive a chance to attend around here. For example, there is an episode of talk show that invited *Getuk* (an Indonesia traditional food made from sweet potato) seller girl who recently turns into hot issue in social media. There is also an episode of this talk show that invited a policeman who lives in the chicken coop and a young boy who dedicates his entire life to take care of his father and permanently disable brother.

This talk show is hosted by Veronica Felicia Kumala also known as Cici Panda and Wendy Armoko also known as Wendy Cagur. Panda proves herself as a reliable presenter who not only could laugh grinning but also able to empathize what is being told by her guest stars. This talk show is also strengthened by the presence of Wendy Cagur in applying some light humor. The collaboration of

Panda and Wendy as host makes this talk show becomes balanced both contents and fresh jokes. The presence of this new talk show on Trans TV turns into a kind of fresh spectacle for audience in searching qualified television program in early 2015. Basa Basa seems to be the newest and the most popular Talk Show in the 2015, as evidenced by the survey rating performed by Trans TV that shows this talk show obtains more than 76 percent “yes” from the audiences in three months (www.transtv.co.id).

From the phenomenon of Basa Basa Talk Show on Trans TV, the writer would like to discover what kinds of utterances used in Basa Basa because this talk show can quickly attract audience to see it based on rating and the time it began. This talk show needs only three months aired and it becomes one of popular talk show programs in Indonesia with its loyal audiences in the morning. This fact opens the curiosity of the writer to examine what the possible secret behind the speech used in Basa Basa.

To answer this curiosity, the writer analyzes two episodes of the talk show. Three episodes are chosen because they have higher viewers in Youtube about 15980 and 6827 viewers on February 27th 2015. The writer assumes that if those episodes have a large number of viewers on the Youtube it means that those episodes are the most preferred by the audiences.

In finding out kinds of utterances which performed in Basa Basa, the writer applies Illocutionary act theory. The broader explanation of Illocutionary act or Illocutionary force has been explained by John Searle (1979). Based on its function, Searle divided Illocutionary act into five categories, Representatives,

Directives, Commissive, Expressives and Declarations. For example, King says to Zadock, "Return the ark of God to the city". The illocutionary act which is used by king's utterance is to direct Zadok to return the ark to the city (Mann, 2009). Based on the structure of the sentences, Illocutionary Act is divided into direct and indirect speech. Direct speech is the situation when someone produces an utterance that has direct relationship between structure and the use of utterance (Yule, 1996). Different from direct speech act, indirect speech act happens when there is indirect relationship between structure and the use of utterance.

There are some previous studies which is used the speech act theory as their theory to analyze the speech. One of the related studies is conducted by Diniyah (2013) from Universitas Airlangga. The title is "Tindak Tutar Lokusi, Ilokusi Dan Perlokusi dalam Acara *Talk Show* Religi Hati ke Hati Bersama Mamah Dedeh di ANTV" which analyzed speech (Locutionary, Illocutionary, and Perlocutionary) performed by Mamah Dedeh in her talk show. Different from previous study by Diniyah, this study focuses on illocutionary act used in talk show. The writer decides not to discover speech effect toward the hearer so the writer will not focus on perlocutionary act analysis. Moreover, this study focuses illocutionary both host and guest stars (two ways) while Diniyah's study focuses only on host's utterances (one way).

Next, there is a study conducted by Ismail (2013) from Universitas Airlangga. The title is "The Study of Illocutionary Act Jokowi's Campaign Speech On "Mewujudkan Jakarta Baru" which analyzed the illocutionary act in political campaign. Different from Ismail's study, this study focuses on talk show while Ismail's study focuses on governor's speech in public.

Next, there is a study conducted by Amiro (2014) from Universitas Brawijaya. The title is “Illocutionary Act Found in *Just Alvin* Talk Show on Metro TV “Cinta Untuk Ainun”. Different from Amiro’s study, this study focuses on celebrities as the participants in talk show while Amiro’s study focuses on the speech of ex-president in Indonesia. Moreover this study analyzes the illocutionary act from both of its function and structure while Amiro’s study only analyzes illocutionary act from its function.

The result of this study shows how illocutionary act performed on the selected episodes in this talk show. The writer examines what kind of illocutionary act that used in Basa Basi.

1.2 Statement of the problems

Based on the background of the study written above, the writer would like to analyze utterances in Basa Basi with this formulated research questions as follows:

1. How are illocutionary acts used in Basa Basi talk show?

1.3 Objective of the study

Based on the research question above, the writer makes three objectives of the study as follow:

1. To find out how illocutionary acts are used in Basa Basi talk show

1.4 Significance of the study

Theoretically, the writer expects that this study will give important information or contribution in linguistic field especially for pragmatics. This is about the application of speech act theory especially Illocutionary act in talk show.

Practically, the writer expects that this study will become a reference for creative teams in television especially talk show in giving a creative speech to fit with a guest star and topic that will bring up. Last but not the least, the writer also hopes that this study will become a guide for other researchers who have plan or interest to explore about pragmatic and conduct a research by using speech act theory proposed by Searle (1979).

1.5 Definition of Key Terms

Talk Show : is a television program categorized as soft news which reviews particular problem which is delivered in-depth by the host to the guest (Morrison, 2008)

Speech Act : The action that if someone say something (descriptive aspect) is also do something (effective aspect) (Austin, 1962)

Illocutionary Act : The central concept in speech act which has the function to analyze the use of language in conveying the act which is brought by the speaker to the hearer in utterance (Searle, 1979)