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ABSTRACT

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This study attempts to investigate the phenomenon of communication strategy that occurred on English radio talk show. The main objective of this study is to find out the types of communication strategy among radio announcer as the proficient English speaker, guests and phone callers as second language learners, when they negotiate the meaning to reach communicative goal in their conversation. In order to arrive at the appropriate conclusion, the writer employs qualitative method to analyze the phenomenon of communication strategies in the conversation between them.

Communication strategy occurs in their conversation contains a trouble or a problem in speaking, hearing, and understanding the talk. It is primarily meant that the focus is on the natural interaction as the process of negotiating the intended meaning happens. There are some communication strategies that occur in twelve conversations: stalling or time gaining strategies, code switching, message abandonment, Appeal for assistance and topic avoidance. Communication strategy which is the mostly found in twelve conversations is stalling or time gaining strategies, because in phone conversation most of the phone callers needed some times to think of what they would speak to the radio announcer and guest studio. This type of C.S. was also useful in giving time for radio announcer, phone callers and guest studio to comprehend the message. Further, stalling or time gaining strategies (silence, hedges like: *a:;*, *ehmm:;*) were simple and easy to do by the second language learners in this radio talk show.

Key terms: *Communication strategies, radio talk show.*