

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study

Talk show is now becoming one of interesting television programs. Almost all of television stations in Indonesia have talk show programs with their own uniqueness. Recently, there are many talk show programs broadcasted on television, such as: ‘Semangat Pagi’ on Trans Tv, ‘Hitam Putih’ on Trans7, ‘@Show\_Imah’ on Trans TV, ‘180°’ on Kompas Tv, ‘Clubbing’ on TVRI Nasional, ‘Mel’s Update’ on ANTV, ‘Boom !!!’ on Global Tv, ‘Intermezzo’ on Mnet, etc. Therefore, each television station competes to create the most attractive talk show program that attract the audience. The talk show programs were originally invented in the 1950s. The first noticeable attempt to make a late-night talk show was ‘Broadway Open House’, created by Pat Weaver as a promising programming executive. This show was declared as unpopular program after only one year, however it turned out to be a very important innovation in the talk show genre. The show was unpopular because of personal disagreements but it had given the producer what he wanted: proof that the audience was ready for a show. In spite of his failure, Weaver tried again and for the next four years he created several shows, ‘The Steven Allen Show’ in 1950, ‘Today’ in 1952, ‘The Home Show’ and ‘Tonight’ (later to be called ‘The Tonight Show’) in 1954 (Erlar, 2002). It was possible to make a successful television talk show by

emphazing spontaneity, good cheer, and rambling conversation (Rose, 1985). When Oprah Winfrey entered the stage of television talk shows in 1984s as the host of 'A.M. Chicago', this genre was popular in 1980s. A.M. Chicago was very successful and it soon changed its name to 'The Oprah Winfrey show' and went nationally in 1986. Since then, talk show programs have been popular in television stations, only in American television stations but also in Indonesian television stations too. Since two or three decade ago, Indonesian people have seen many kinds of talk show programs. Such as: '*Mimbar Televisi*', '*Masalah Kita*', '*and Kami Ketengahkan*'. At that time, each talk show program did not have a uniqueness. The framework of talk show was presented by a same style, which used a formal language and the topic was always about government programs. (Wulandari, 2009)

Vallet, Essid, Carrive, and Richard (2012) stated that talk show programs are broadcasts where one or several persons discussing various topics put forth by the host. The host of talk show is expected to present the program attractively since the purpose of the program is not only to inform the audiences but also to entertain them. Therefore, sense of humor is also allowed on talk show programs. Munson (1993) point out that the purpose of talk show is not only to give some information but also to entertain the audience. This genre is considered as entertainment program because it shows how the host delivers the program seriously, but relax so it allows to the host to use his sense of humor (Illie, 2001). A talk show is mixture of stage performance and technique of interviewing. Usually, the interview was appears in the middle of show through music, humor,

joke, costume, etc. In other words, when the host interviews the guests in the middle of the show, such show is called as talk show and the host is called as interviewer (Wahyudi, 1996).

Basically, talk show programs are divided into segments. And each segment begins with the first guest being introduced by the host. First guests are introduced not simply as guests, but as the possessors of 'complainable matters'. The standard format is for the host to describe the matter the guest is to complain about. Following this introduction, the first guest is framed in close up as they tell the story behind their complaint. When the host introduced the guest in each segments applause from audience is position taking. In other words, speakers design their style primarily for and in response to their audience. Hutchby (2006, p.39) stated that there are three types of talk show. First, the issues based show, which focuses on broadcasting audience participation debates about topical social issues and usually involves some participation by 'experts' or, occasionally, celebrities. Second, the confrontation based show, which focuses on the stage production of confrontations between friends, relations and family members, with 'expert' comment often provided at the end of each show in the form of a summary of moral issues either by a pop psychologist, a magazine columnist, or even the host himself. And the third, the audience participation political debate in which politicians and members of the public are brought together in the television studio to debate topical issues in response to questions set by audience members. Based on Hutchby's view, @Show\_Imah talk show can be classified as issues based show, which focuses on hot social issues and involves celebrities

participation. For instance in one episode of @Show\_Imah, Yuni Shara and Raffi Ahmad were invited as the guests of the show. It was because at that time their relationship became hot topic in television. Their relationship was considered controversial because Yuni Shara is older than Raffi Ahmand and also she is a widower who has two children. During the show, the host clarified the issues by asking question to the guests or the artists about the issues and their life in details. It is one of the reasons why people enjoyed to see these show.

Actually @Show\_Imah talk show can be considered as the daytime audience participation show, because this talk show presented by Trans Tv that broadcasted on Mondays until Fridays at 15.45 p.m until 16.45 p.m. @Show\_Imah is presented by Soimah Pancawati (retrieved from [www.transtv.co.id](http://www.transtv.co.id)). She is a multitalented artist from Yogyakarta, Central Java. She is a singer of Jogja hip hop foundation, comedian, and sinden. Soimah was born on september 29, 1980. Now, she is 32 years old and has two children (retrieved from [www.gudangbiodata.blogspot.com](http://www.gudangbiodata.blogspot.com)).

As the basic of the study, the writer chooses the talk show to be analyzed. It is because television has a large number of audiences, that is why the talk show is classified into one of favourite television programs in Indonesia. Basically, the participation framework of talk show consists of host, guest, and audience. The audience would be entertained by the anecdotes of the guests or improvised joke of the host or assistant (retrieved from [www.wisegeek.com](http://www.wisegeek.com)). Therefore, how the host delivers the programs is one important thing for the success of talk show.

The writer uses @Show\_Imah talk show as her study because she is interested in the host of @Show\_Imah, Soimah Pancawati. Soimah has her own style in the way she speaks. Unconsciously, her dialect always reflected when she presents her talk show. For instance in one episode of @Show\_Imah, her dialect as Javanese people appear in interview session.

Example one:

S : tepuk tangan dong buat mbak Yuni. Silakan *mangga*. Tawarin dulu.

Ass : mbak Yuni mau minum apa?

YS : saya mau minum es buah aja.

In this example, when Soimah said *mangga* to the guests she wanted to ask the guests to sit on the sofa in a polite way and to show her respect to the guests. In English, the meaning of *mangga* is please.

Example two:

S : Mbak selain nyanyi ini saya denger mbak Yuni ini usaha baru di dunia tambang. *Usahane kok aneh banget toh*. Dari penyanyi kok *usahane* ke tambang *iki*. Ini apa yang membuat *sampéyan* tertarik di dunia tambang?

YS : sebenarnya nggak baru saya uda jalan 4 tahun.

S : ouu... uda lama ya..

YS : iya..iya uda cukup lama, terus ada juga bisnis kuliner saya punya dua restoran di jakarta sama di surabaya, cuman ya nggak buat saya itu kan penambahan rejeki jadi kalau pekerjaan itu nggak harus dipangkas-pangkas nggak harus dipilih selama kita masih bisa ngerjain sama-sama ya kenapa nggak?

In example two, there is Javanese lexicon that is '*sampéyan*' and '*iki*', interjection '*toh*', and Javanese suffix *{-na}*. These example describes how the regional dialect is reflected by Soimah in her speech in the talk show as Javanese. Although people do not ask to Soimah where she comes from. They know that her

dialect is Javanese dialect and that she is from Java. Holmes (2001, p.147) stated regional dialects involve features of pronunciation, vocabulary, and grammar which differ according to the geographical area the speakers come from.

Another characteristic of @Show\_Imah is the setting or concept of the talk show. Concept of @Show\_Imah is purely uses a java element, through music, instrument, furniture, and Soimah's style. When Soimah attempts to communicate with her audience, she always says "*Tetep di Show\_Imah*". Automatically, the audiences reply "*Sok banget*". Then Soimah replies "*Emang iya masalah buat loe*". At that time the audience and guests are laughing. It can called as slogan of @Show\_Imah talk show. Another slogan of @Show\_Imah is *Juragan mau duduk*. Soimah always says these sentences when she wants to sit down on her chair. Therefore, @Show\_Imah is popular and included as favourite television programs in Indonesia.

## 1.2 Statement of the Problem

From the background of the study informed above, the research problem which is analyzed in this study is formulated as follows:

How is the Solo-Yogyakarta dialect of the host of @Show\_Imah talk show reflected in her speech in the talk show?

### **1.3 Objective of the Study**

Based on the statement of the problem, this study is intended to describe how the Solo-Yogyakarta dialect is reflected by the host of @Show\_Imah talk show in her speech in the talk show.

### **1.4 Significance of the Study**

Practically, the writer hopes this study can increase the @Show\_Imah talk show viewers' knowledge about the Javanese used by Soimah as a host, so that they do not misinterpret the message. Furthermore, it is expected that the study can contribute to language maintenance as the talk show is a TV program that can be used to promote the use of regional dialect. It is better for the young generations; hopefully they are most aware and proud to use their regional dialect.

Theoretically, it is expected that the study could be used as a reference for the readers, especially for English Departement students, who are interested in doing sociolinguistic research about dialect and regional dialect in the language use. Thus this study is also expected to improve the knowledge of students in revealing how the Solo-Yogyakarta dialect is reflected by the host of @Show\_Imah talk show in her speech in the talk show.

### **1.5 Scope and Limitation of the Study**

The focus of this study is narrowed in considering the field of the study which can be too broad to be analyzed. This study is about the regional dialect in language use. The writer believes that @Show\_Imah, which has 60 minutes of

duration, provides sufficient data to be observed. The data is obtained from recording file and downloading the videos in the internet, [www.youtube.com](http://www.youtube.com). In analysis, the writer discussed the Javanese used by the host of @Show\_Imah talk show in her speech in the talk show, based on linguistic features through the phonology, lexicon and morphology she uses.

### 1.6 Definition of Key Terms

- **Reflection:** An instance of reflection; something produced by reflecting as an image given back by a reflecting surface (Merriam Webster's collegiate dictionary, 11<sup>th</sup> edition.)
- **Regional Dialects:** In this study, regional dialects involve features of pronunciation, vocabulary, and grammar which differ according to the geographical area the speakers come from (Holmes, 2001, p. 147).
- **A Talk Show:** Is mixture of stage performance and technique of interviewing. Usually, the interview appears in the middle of show through music, humor, joke, costume, etc. In other words, when the host interviews the guests in the middle of the show, such show is called talk show and the host is called as interviewer (Wahyudi, 1996, p. 90).
- **@Show\_Imah:** Is humorous talk show program that broadcasted on Mondays until Fridays at 15.45 p.m until 16.45 p.m. These talk show was presented by Trans Tv. The host of @Show\_Imah is Soimah Pancawati, who is multitalented. ([www.transtv.co.id](http://www.transtv.co.id))