

CHAPTER I

INTRODUCTION

1.1. Background of the Study

A **reality show** is a genre of television programming which presents supposedly unscripted dramatic or humorous situations, documents actual events, and features ordinary people instead of professional actors. **The Bachelor** is a kind of reality show that has dating game concept that incorporates a dating system in the form of a game with clear rules. The main rules of this dating game show are that the contestants consist of 25 women will compete with each other in order to win the date with the bachelor. The bachelor will have the authority to choose the contestants who can stay in the game or have to leave the game. Every episode, from 25 contestants to be cut down to 15, then 8, then 4, then 3, then 2, and then 1 to be the chosen one to be with the bachelor. The one that gets the offer to accept a rose from the bachelor at the elimination can remain in the competition until the following elimination, and the one who do not get the offer will be eliminated. Therefore, the contestants in each episode in each week have to use their strategy to impress or pull the interest of the bachelor therefore they can be chose by the bachelor to stay in the game.

This show really carries out live and real conversations that happen between the female and male speakers. In this situation, the writer explains that the speakers manage to speak and act naturally because of the candid camera which is used during this show, pulled pranks on unsuspecting ordinary people and showed their reactions.

The bachelor proves how media, in this case television, played an important role in spreading the stereotypes of women being the second gender positions in the society. By

watching the bachelor, it is hardly to say that viewers can not see the imbalance power between men and women in the conversation. Therefore, they might see the insecurity showed by the women's contestants in using language as the effect of being in the powerless position.

It is commonly known that gender differentiate they way men and women communicate or use language. It is quite easy to make the claim that man and woman differ in their linguistic behavior. Assumed gender roles are contrastive, with men often thought as dominant speakers, while women are placed in a subordinate role during the conversation process. It is important to realize that the different perspectives the two sexes have in casual speech. Women speak and hear a language that has a purpose to build connection and intimacy while men's language are more concerned with status and independence therefore misunderstanding and misinterpreting often occur in mixed-sex conversations.

Many researches have suggested that men and women differ in using conversation strategies. In other words, women's and men's behaviors in conversation suggest that they have different understanding in using specific linguistic features. Coates implies the aspects of conversational strategies, which are minimal responses, hedges, tag questions, questions commands and directives, swearing and taboo language, and compliments (2004).

In The Bachelor Reality Show, the writer finds that the contestants and the bachelor who represent women and men use different conversational strategies in their language. In this case, the bachelor (man) has the full right to make the decision which contestants should stay or go which puts the position of the contestants in powerless or weaker position than the bachelor. The writer finds the functions of the conversational

strategies used by the contestants (women) generally show their insecurity and orientation to stay in this game until the last elimination. Since through conversation with the bachelor is the only way to get the bachelor's intentions therefore these women have to mind their language.

From the background above, the writer finds out that the contestants or the female speakers use polite language, they want to look that they are proper to be chosen. The contestants do not show their disagreement, disappointed, and uncomfortable feeling clearly or through the language when they have conversation with the bachelor. The writer assumes that they are afraid to show those feelings because if they show it, they will not be chosen.

1.2. Statement of the Problems

Based on the background of the study, the statements of the problem in this study are as follows:

1. What are the conversational strategies used by the contestants and the bachelor in **The Bachelor Reality Show**?

2. What are the functions of the conversational strategies used by the contestant and the bachelor mostly used in **The Bachelor Reality Show**?

3. Do the contestants show insecurity in through the conversational strategies that they used in **The Bachelor Reality Show**?

4. Why do or do not the contestants show insecurity through the conversational strategies that they used in **The Bachelor Reality Show**?

1.3. Objectives of the Study

The objectives of the study are as follows:

1. To find out the conversation strategies used by the contestant and the bachelor mostly used in The Bachelor Reality Show
2. To know the functions of the conversational strategies that is used by the contestant and the bachelor in The Bachelor Reality Show
3. To know whether the contestants (women) show insecurity through the conversational strategies they used
4. To know the reasons why the contestants show insecurity through the conversational strategies they used

1.4. Significance of the Study

The findings of the study may be hopefully, useful for students of discourse analysis. It may give them knowledge about the conversation strategies that is used by women in where it involves competition with other women like in the reality show like The Bachelor. Although many research had proven that the differences of language use between men and women are basically because they are from different subcultures not because of imbalance in power but the findings of this study shows that in some contexts the imbalance power between the two sexes are still existed.

1.5. Definition of Key Terms

There are some key terms used in this study. To avoid any misinterpretation on this study, the writer describes the terms as follows:

1. Conversation Strategies

People are talking with each other for the purpose of talking as a form of 'sociability', or to indicate any activity of interactive talk, independent on its purpose. Men and women have different strategies in conversational interaction which is called conversation strategies. Coates suggested there are aspects of conversational strategies used by men and women, such as minimal responses, hedges, tag questions, questions, commands and directives, swearing and taboo language, and compliments (2004).

2. Minimal Response

The words 'right', 'yeah', or 'mhm' are minimal responses. Women use minimal responses to signal their active listenership and support for each other. They also use minimal responses to mark their recognition of different stages of a conversation, for example, to accept a new topic or to acknowledge the end of a topic (Coates, 2004).

3. Questions

Lakoff believes that most questions that occur from women's language arise from their insecurity and hesitancy. In other words, women ask questions because they feel great insecurity, especially when they are talking to men (1975).

4. Hedges

Words or phrases that is not necessary for the meaning of the sentence which serves to make a statement less than an assertion (Coates, 2004).

5. Command and Directives

A speech act which tries to get someone to do something (Coates, 2004).

6. Compliment

A speech act which explicitly or implicitly attributes credit to someone other than the speaker, usually the person addressed, for some 'good' (possession, characteristic, skill, etc) which is positively valued by the speaker and the hearer (Holmes 1986: 485).

7. Interruptions

Based on Coates in her book *Women, Men and Language*, interruptions are violations of the turn taking rules of conversation (2004: 113). The next speaker speaks while the current speaker is still speaking, at a point in the current speaker's which could not be defined as the last word. Interruptions break the symmetry of the conversational model: the interrupter prevents the speaker from finishing her or his turn, at the same time gaining a turn for her or himself (Coates, 2004).

8. Insecurity

The feeling of not being "good enough" to meet the challenge of a situation you face in life. The effect of this feeling are be over-controlled emotionally, having problems letting others in on their emotions. This can lead others to guess what is going on until the passivity of the insecure person leads to an over-reaction by the others, resulting in conflict or rejection (<http://dictionary.reference.com/browse/insecurity>).