CHAPTER I

INTRODUCTION

1.1 Background of the study

The primary function of communication with other people is to give information. Information can be gained everywhere, and it comes up based on people's perception to information they get. As stated by Walton (2007), information is independent of human perception and interpretation. One necessary thing to get information is that we have to know the language that will be delivered. In the delivery, language has many ways and tools to reveal it. One of the uses of language can be seen in electronic media such as radio and television. Television is the most favorite electronic media in public because it is the only media that combines sound and image. Nugroho (2004) stated that television has recently become the most important thing for people. The audience is more interested if the sound and the image are united into one tool. Television is a changing set of technologies for electronically capturing images and sound, recording, manipulating and arranging images and sound, transmitting images and sound through space (Hill & Allen, 2004). Moreover, television does not only deliver the information to viewers, but also contains various programs which get viewers' attention such as entertainment, reality show, breaking news, gossip, talk show and so on.

One of television programs that attract viewers' attention is Talk Show. According to Leclecr (2010) talk show is a meeting between persons

in which a host leads the show by asking questions to guests and sometimes by amusing the public. Talk show usually discusses politics, economics, social and culture and other necessary information currently happening. Nowadays, there are many talk show programs on television that have thir own characteristic in delivery. Many talk shows discuss the current topics about social and politics occurring in the government such as *Apa Kabar Indonesia, Editorial,* and *Indonesia Lawyers Club* (ILC).

One of famous Talk Show programs is *Indonesia Lawyers Club (ILC)* on TV ONE. The writer supposes *Indonesia Lawyers Club* (ILC) as an informative talk show. Informative programs are considered to have content conducive to rational participation in the political process (Mcquail,Gading& Bens, 2005, p.110). The participants of *Indonesia Lawyers Club (ILC)* are those who are included as famous lawyers in Indonesia, parties' representatives, and people related with the topic and cases being investigated. The program is broadcasted on Tuesday at 8.00 to 9.30 PM and re-run on Sunday at 08.00 until 9.30 PM. *Indonesia Lawyers Club (ILC)* which is hosted by Karni Ilyas, was initially broadcasted in 2010 with the name of *Jakarta Lawyers Club* (JLC). In the middle of 2011 the name was changed into *Indonesia Lawyers Club (ILC)*. It is one of talk show programs on TV ONE that is distinctive from other programs because of the number of the participants which is more than ten people, the way of delivery, and other current issues happening in socio-politics such as *Century case, PSSI, Mesuji case, Situgintung case, Gayus case, Wisma Atlet* and other issues related with

the government.

In the show, the host of *Indonesia Lawyers Club (ILC)* program usually asks about the fact of problem to the people related with the topics discussed. Besides, the host also asks some opinions and arguments to other participants about the problem discussed at that time. Because the participants come from various backgrounds, including lawyers and politicians, it is possible if they produce a variety of utterances when they answer the questions or express their opinions related with the topic. They do not say the point of what they want to say, but they use implicatures in answering the question. Sometimes, the target who is given question by the host and participants do not understand about the meaning of the questions, thus they invite the target to give answer or explanation broadly and ambiguously.

The effect of this problem is that the question and the answer become unrelated and sometimes out of the topic of conversation unconsciously. Grice (Levinson, 2000) stated that saying is generally contrasted with implying or implicating because every utterance is mostly explicit and sometimes implicit. Yet, it is often irrelevant with the question and other participants' comments stray so that they cannot get the point of the question directly. The way to give clear explanation is by producing effective, efficient and communicative utterances (Levinson, 2000, p.102). In this case, both the host and the target are demanded to give information vividly to other participants and the audience at home. But, sometimes what the target and participant mean, conveyed by the utterance of the sentence, can go beyond

what the sentence means in the context of utterance. In this case, the way of getting the hidden meaning is called Conversational Implicature, as proposed by Grice (May, 2009). *Indonesia Lawyers Club (ILC)* talk show is an interesting talk show program because the writer found the participants answer and express opinions by using conversational implicature..

Regarding to the phenomenon above, Allan (Rahardi, 2006) stated that the processes of speaker's communication and the partner can happen clearly, they should cooperate with each other. Grice (May, 2009) also stated that people engaged in conversation will say something suitable at that point in development of the talk. In order to find out what is said by the speaker, the listener must decode the sense of the sentence uttered, and then disambiguate any ambiguous expressions. When accepting the presupposition of the speaker, the hearer should have known about the context discussed. Besides, the hearer also has assumptions that what the speaker says is true and the speaker does not try to mislead the hearer. In implicature, one says and communicates one thing and thereby communicates something else in addition (Tukijan, 2007). The form of cooperation between the speaker and listener is necessary in which the cooperation is simple, where people who are talking generally are assumed not to try to confuse, play, or hide relevant information to each other (Yule, 1996).

There are several previous studies on conversational implicatures. The first study was conducted by Araminta (2009). She found that the implicatures within utterances of *Benar-Benar Membangun* talk show, which

are delivered in a humorous way, may hardly insult the targets of the criticism. The second study was conducted by Rasyidah (2010) who examines the type of conversational implicatures that frequently occurs in *Kick Andy* talk show. She discovered that there are sixty four utterances that contain conversational implicatures produced by the speakers. She also found that there are several reasons why he speakers produce implied meanings such as to tease, to express their feelings, to make estimation and to make jokes. The third study was conducted by Nanda, Sukyadi, and Sudarsono (2012). They analyze the implicatures used in *Take Me Out Indonesia* as informal game show conversation. They found that the implicature used in informal game show conversation is to make interaction flow smoothly.

However, the writer conducted a different study from those previous studies. Although there is similar discussion in terms of the theory, as discussed by previous studies, but this study was conducted to different object and different analysis in relation to Implicature theory proposed by Grice. This study investigates the conversational implicature, a term used by Grice to account for what a speaker implies, means or suggests as distinct from what a speaker literally says (Yule, 1996).

In this study, the writer analyzes the conversational implicatures which occur between the host and the participants in *Indonesia Lawyer Club (ILC)* program during the discussion. Yule (1996, p.69) stated that conversational implicature is the basic assumption of conversation. By using

this approach, the writer makes deeper analysis of conversational implicatures in *Indonesia Lawyers Club (ILC)* Program.

1.2. Statement of the problems

Based on the background above, the writer analyzes the conversational implicatures which occur in *Indonesia Lawyers Club (ILC)* program and formulates the problems as follows:

1. What conversational implicatures occur in *Indonesia Lawyers Club (ILC)* program on *TV One?*

2. Why do the conversational implicatures occur in *Indonesia Lawyers Club (ILC)* program on *TV One?*

1.3. Objectives of the study

This study is aimed to explain what conversational implicatures that occur in *Indonesia Lawyers Club (ILC)* program broadcasted on Tuesday April 7th, 2012. The writer analyzes through particularized conversational implicature and generalized conversational implicature based on Grice's *Implicature* theory, which seeks the implicature through the recognition of the main branch of Grice's *Conversational Implicature* Theory. Then, the writer analyzes why the conversational implicatures occur in *Indonesia Lawyers Club (ILC)* program on TV ONE.

1.4. Significance of the Study

Practically, the writer hopes that this study can broaden people's knowledge about Talk Show program. This study is also expected to help the readers in revealing the implied meaning carried by the host of talk show, especially in *Indonesia Lawyers Club (ILC)* program.

This study is crucial in giving explanation or comprehensive understanding to the viewers, especially to the viewers of *Indonesia Lawyers Club (ILC)*, in relation to the conversational implicatures which occur during the program. Theoretically, the writer expects that the result of this study will provide significant contributions to the readers as well as further studies that aim to account for the conversational implicature, or the types of conversational implicature. Therefore, there will be no more misunderstanding and misleading perception and interpretation in watching this program.

1.5.Definition of the key terms

Talk Show : a meeting between persons in which a host leads the show by asking questions to guests and sometimes by amusing the public (Leclecr, 2010, p.261)

Cooperative Principle : a principle of conversation stating that the speaker and the hearer make the conversation contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which engaged (Levinson, 2000, p.14).

Conversational Implicature : an implicature that is derived and calculated on the basis of the cooperative principle maxims (Fasold, 1990, p.130)

CHAPTER II

LITERATURE REVIEW