

ABSTRACT**The Conversational Strategies Used in One Episode of *Hitam Putih* Talk Show Program**

This paper investigated the usage of conversational strategies in one episode of *Hitam Putih* talk show program. This study had three objectives: (a) to find out the types of conversational strategies used by the host and the guest in one episode of *Hitam Putih* talk show program, (b) To find out the function of conversational strategies used by the host and the guest in one episode of *Hitam Putih* talk show program, and (c) to find out the differences and the similarities of conversational strategies used by the host and the guest in one episode of *Hitam Putih* talk show program. The participants in this study are Deddy Corbuzier, the host of *Hitam Putih* talk show program and Emma Fauziah as the guest. In conducting this study, the writer uses descriptive qualitative method. The data was taken from video record. The writer used Coates theory (2004) of conversational strategies to analyze the data. The data show that there are six types of conversational strategies: minimal responses, hedges, questions, tag questions, directive and compliments. Besides that, the writer also interprets the differences and the similarities of conversational strategies used by the host and the guest in one episode of *Hitam Putih* talk show program through supporting theory, language and gender (Eckert and McConnell-Ginet, 2003). This study also described in detail in relation to how the participants use conversational strategies and its function in mixed-gender conversation (male and female). The result of this study showed that the most frequent strategy in the data is questions. The most frequency types of conversational strategies used by the host as male speaker are questions (93.4%) and the most frequency types of conversational strategies used by the guest are questions (63.3%). The writer also found that male and female speaker used all conversational strategies except swearing and taboo languages.

Keywords: *conversational strategies, mixed-gender conversation*