

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Television in our daily life takes an important role to spread the news. Television is mostly used as an electronic tool which provides some information about the current news or its function that can be changed into an entertainment tool. We watch television when we have free time or when we want to know the news. As stated by Bryant and Zilmann (2002:44), "Television is a centralized system of storytelling. Its drama, commercials, news, and other programs bring a relatively coherent system of images and messages into every home."

Almost all people in the big city have their own television. It makes television an important electronic tool in their home. Child and adult, enjoy watching television. Nowadays, television has become the mainstream of the common symbolic environment into which our children are born and in which we spend out our time. Therefore, television is the source of the most broadly shared images and messages in history. Since the viewers of television come from many various ages, the programs in television have their own target market. Therefore the program for adult viewers will not be broadcasted in daytime because it is not appropriate for young viewers and that program will be watched under parents' guide.

In Indonesia, all television channels broadcast a lot of programs. The program that they make may be vary. The programs may cover news, entertainment, sport, music, etc. One of the television programs that is commonly

found in every television station is talk show program. Talk show is divided into three major subgenres: The early-morning news talk magazine show, the daytime audience-participation talk show, and the late-night entertainment talk show (Timberg and Erler, 2010). The early-morning news talk magazine show, besides presenting news or entertainment (modeled on *Apa Kabar Indonesia Pagi*). Then, the daytime or late-night audience-participation talk show is a subgenre of talk show which asked the audience to interact directly with the guest experts or celebrities (modeled on *Dr. Oz Indonesia*, *Indoneia* or *Indonesia Lawyer Club*). The last subgenre is the late-night entertainment talk show often viewed as a celebrity chatting with one guest or more than one guest seated nearby (modeled on *Bukan Empat Mata*). (Timberg and Erler, 2010).

One of the television stations broadcasting a talk show program is Trans 7. The name of the talk show is *Hitam Putih* talk show program. This talk show is on during late at nights. Trans 7 broadcasts this talk show almost everyday from Monday to Friday from 20.55 PM to 21.55 PM. The purpose of this talk show is to provide audience the best information gotten from their guest celebrities such as the latest issues in the music business, hot gossips, and other related issues which are currently happening. This television talk show delivers a fun way to make audience understand a fact and rumor. In this talk show, the audience can get clear point of view, ideas, and opinions about the topic discussed through the interview with the guest. The host of *Hitam Putih* talk show program is different from that of the other hosts of the talk show programs. The host of *Hitam Putih* talk show program is a celebrity and he is also a mind-reader, while the hosts of

other talk show programs are mostly only celebrities or comedian such as *Bukan Empat Mata* and *Show Imah*.

Hitam Putih talk show program is part of Trans 7 which is operated under Trans Corpora. It was launched in Central Jakarta at 03990/02388 frequency. Trans 7 is a national private television station which provides the latest news whether in international or national scope documentation program, such as: recent sports activities, music programs, kids education program, the box office movies, and many more. The host in *Hitam Putih* talk show program is Deddy Corbuzier. He began his career in the entertainment industry as a mentalist magician. He also got MURI award for the longest driver who drove a car as long as 75 km with his eyes blindfold (Sarwono, 2009). His skill in mind reading attracts people because mind reading skill is an activity of representing specific mental states of others, for example their perceptions, goals, beliefs, expectations, and the like (Goldman, 2013).

In this study, the writer is reporting use of conversational strategies used in one episode of *Hitam Putih* talk show program taken on 10th September, 2013 as his corpus. The guest in this episode is Emma Fauziah. She is the mother of Vicky Prasetya. According to the news, Vicky Prasetyo has been jailed since he involved in some false cases including his love life case with Zaskia Gotik, one of the famous singers in Indonesia. The way Deddy Corbuzier asked questions to the guest celebrity was unique, he often tried to be serious but in other case he was a fun-like person too. In that kind of situation the guest will undeliberately tell his or her story. The actions that Deddy Corbuzier delivers also attracts the audience because of his skill in mind reading. He can ask 'tricky' questions to the guest. By

doing this way he could make the guest answer the questions smoothly. The way the host delivers his speech is affected by how well he knows the audience, for example in the entertainment talk show program the host will use informal words and jokes, but in political talk show, the host usually uses formal words to discuss a political issue. This phenomenon is called conversational strategies in conversation.

Conversational strategies use the strategy which consist of linguistic strategies such as interruption, silence, and tag questions to get purposes either creating domination or establishing connection (Tannen, 1993). In conversational strategies, there are seven strategies based on Coates' theory, they are: minimal responses, hedges, questions, question tags, directives, compliments, swearing and taboo words. Conversational strategies are commonly found in our daily life, in informal and formal situation. In informal situation, conversational strategies are frequently used when chatting with friends. Moreover in formal situation, conversational strategies are frequently used when a teacher and a student have a conversation in the classroom.

Since the theory of conversational strategies need to be discussed in further area of analysis, the writer is interested in conducting a study on conversational strategies study focusing on the conversation between the host and the guest in *Hitam Putih* talk show program because of two important reasons. First, the host of *Hitam Putih* talk show program has a specialty of mind-reading skill. He is a magician, so he knows how to make appropriate questions to ask his guest to answer his questions undeliberately. Second, the writer would like to

know how the theory of conversational strategies analyzed through conversation in *Hitam Putih* talk show program.

In deciding the object of this study, the writer used corpus in one episode of *Hitam Putih* talk show program. Actually the conversations which were delivered by the host to his guest were similar to the other conversations in other talk show programs. The topics mostly concern with current news, entertainment, hot gossips, etc. In this study, the writer used the abbreviation for the name of the host and the guest in *Hitam Putih* talk show program. DC is the abbreviation for Deddy Corbuzier, the host of *Hitam Putih* talk show program. EF is the abbreviation for Emma Fauziah, the guest of *Hitam Putih* talk show program. One example of how the host asked tricky questions to get the answer from his guest:

DC: Oke kita langsung aja, saya mau tanya juga nih bu, ini perkembangan kasus Vicky ini sekarang bagaimana?

EF: Maksudnya?

DC: Maksudnya?

EF: Maksudnya kasusnya yang mana nih?

DC: Memang banyak kasusnya bu?

EF: Kasus yang mana? Tunangan? atau sama cewek-cewek itu?

The example above shows that the host asked the guest that he wanted to know the latest news of Vicky's case. Then the guest replied the question by giving a question back. It indicates that the guest still did not know the question. In this case, the host used his tricky question by repeating the guest's question. He asked that question back to lead the guest answer his first question. As stated by Coates (2004), questions are used to control the next speaker to say. The host stated if there was another case of Vicky to lead the guest mention Vicky's cases one by one. So that, based on the host's question, the guest finally answers the question by mentioning all of the cases.

In compiling this study, the writer used some information from previous studies. The first study was conducted by Wiratmani (2011) in her thesis entitled *An Analysis of Interactional Patterns in Cross-sex Conversations Between Unacquainted Men and Women Living in Surabaya with Age Dimensions* analyzed the patterns in mixed-gender conversation produced by unacquainted men and women from Surabaya with different age range.

The second study was conducted by Liu (2010), she investigated Possible Factors Affecting Women's Conversational Style. Her study focused on the investigation of hedges used by women in the American TV-series *Desperate Housewife*. The third study was conducted by Setyorini and Indarti (2013) in their journal entitled *Conversational Strategies in Same-Sex Talk: an Interview Article of O' the Oprah Magazine*. This study identified the use of conversational strategies and its functions produced by female speakers in interviewing article on O' The Oprah magazine. The fourth study was conducted by Anindyawati (2012), her study entitled *A Study of Conversational Strategies in Mixed-Gender Conversation among English Department Students of Airlangga University*. She discussed conversational strategies used among male and female students the English Department, Universitas Airlangga.

The writer chose one episode of *Hitam Putih* talk show program taken on 10th September, 2013 as his corpus because he started to do his study at the end of 2013, but he has not be able to finish his study in the following year, 2014. So that he decided to delay his study and continue to do his study in the early 2015. Whereas, this study focused on the conversational strategies used in one episode of *Hitam Putih* talk show program using Coates' theory (2004) to analyze the

data. Besides analyzing the strategies and the function used by the host and the guest in one episode of *Hitam Putih* talk show program, the writer also would identify the differences and similarities of conversational strategies used by the host and the guest in one episode of *Hitam Putih* talk show program using supporting theory, language and gender (Eckert and McConnell-Ginet, 2003).

1.2 Statement of the problems

Based on the background of the study, the writer would like state three questions as follows:

1. How are conversational strategies used by the host and the guest in one episode of *Hitam Putih* talk show program?
2. What are the functions of conversational strategies used by the host and the guest in in one episode *Hitam Putih* talk show program?
3. What are the differences and the similarities used by the host and the guest in one episode *Hitam Putih* talk show program?

1.3 Objective of the study

The objectives of this study are:

1. To find out the types of conversational strategies used by the host and the guest in one episode of *Hitam Putih* talk show program.
2. To find out the function of conversational strategies used by the host and the guest in one episode of *Hitam Putih* talk show program.

3. 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.

1.4 Significance of the study

The writer expects that this study can give readers a better understanding about the application of the conversational strategies theory in the phenomenon that happen in television talk show program. Besides, the writer also expects that this study can give a meaningful and useful contribution to the students of the English Department, Universitas Airlangga especially to those who are interested in analyzing talk show program by applying conversational strategies theory and practicing conversational strategies in daily life.

1.5 Definition of key terms

- Conversational strategies : the strategy which consists of linguistic strategies such as interruption, silence, and tag questions to get purposes either creating domination or establishing connection (Tannen, 1993).
- Mixed-gender conversation : a conversation which consists of female and male speaker that each of them have a preference for different conversational style (Coates, 2004).

- Talk show : a chat show, especially one in which listeners, viewers, or the studio audiences are invited to participate in the discussion (Retrieved from <http://www.oxforddictionaries.com/efiition/english/talk-show>).
- Hitam Putih : one of the late-night entertainment talk show program in Indonesia which provides the information from their guest celebrities such as the latest issues in the music business, hot gossips, and other related issues which are currently happening. This talk show is hosted by Indonesian magician, Deddy Corbuzier (Retrieved from <http://www.trans7.co.id/frontend/he/vew/419>).

