CHAPTER I

INTRODUCTION

1.1 Rationale for the Study

Generally speaking, people tend to communicate in a way that they, the speaker and the interlocutor, switch their role back and forth. And such phenomenon truly happens in an infomercial, personal form of communication in advertising mediated by electronic devices. The main purpose of such interactive advertising is to cajole and to induce people to believe and to be sure about the beneficial of advertised products (goods and services) offered. And, as a consequence, people are hopefully compelled to buy the advertised products. This form of semi-face-to-face marketer-customer interaction is lively brought up by advertisers in order to build two-way communication between marketers and customers that does not happen in the non-personal form of communication, e.g. script or print advertising. Viewer as prospective consumers can actively ask anything about the advertised products immediately by phone during an infomercial broadcasted lively on television.

Infomercial is more attractive because people can communicate semi-face-to-face mediated by electronic devices, television and telephone, enquiring questions on products, let alone it can save time and energy of marketers in promoting their products than meet directly the prospective consumers one by one. This would be in line with Gamble's (quoted from Susanto, 1977: 112) viewpoint on advertising given below.

Advertising is the counterpart in distribution of the machine in production. By the use of machines, our production of goods and services multiplies the selling effort. Advertising is the great accelerating force in distribution. Reaching many people rapidly at low cost, advertising speeds up sales, turns prospects info customers in large numbers and at high speed. Hence, in a mass production and high consumption economy, advertising has the greatest opportunity and the greatest responsibility for finding customer.

And one example of infomercials is an Indonesian infomercial entitled "Terapi", an interactive advertising broadcasted by TVRI West Java and Banten which promotes some different products in its every episode to community around West Java and Banten. This program is conducted by one presenter, one or two marketers who advertise their products in the studio, a consumer who gives testimonial, and viewers at home who are able to interactively ask questions about the products directly by phone to the marketers. That is why such kind of personal form of communication is called semi-face-to-face interaction since the interactants themselves in the studio can jointly undergo a face-to-face communication. What with one thing and another, they cannot see viewers who are interacting with them by phone; whereas, viewer themselves can watch them audibly and visually from television. In addition, just like any other spoken settings, the turn-taking emerges. Due to the occurrence of turn-taking, all participants are steeped in talk exchanges. How they get involve themselves during this turn-taking process becomes an emergent property in Conversational Analysis (CA). Turn-taking in CA, particular attention has been paid to the markers of conversational turns: how people know when it is their turn to speak (HighBeam™Research, Inc.). The word 'how' in the preceding sentence arises in order to reveal the manner showed by both speaker and interlocutor in operating a

local management system. A local management system is essentially a set of conventions for getting turns, keeping them, or giving them away (Yule, 1996: 72).

In running turn-taking, it is unavoidable that the turn-taking will be coloured by rarely smooth turns taken by both speaker and interlocutor since the conversation is unplanned. It is unplanned because an auditor will have never known what sentence that will be uttered except guessing a possible completion whether the utterance has been completed or not by the current speaker. This is in line with Sacks' idea on the completion of current speaker's utterance (quoted from Coulthard, 1977: 54) below.

> *... Sacks observes that turn consist of one or more sentences, with a sentence being defined as a unit which has its completion recognised on its completion, and that it is not complete recognisable by participants; also it can be monitored, from its beginning, to see from its beginning what it will take for its completion to be produced, in such a way that, on its completion, its completion may be recognised.*

In addition, the recognition ability in predicting a current speaker's possible completion is a normal cognitive conduct. Halliday and Hasan's (1985: 9) viewpoint may support such phenomenon as follows.

> *... I shall suggest, is that we know what the other person is going to say. We always have a good idea of what is coming next, so that we are seldom totally surprised. We may be partly surprised; but the surprise will always be within the framework of something that we knew was going to happen. And this is the most important phenomenon in human communication. We make predictions – not consciously, of course; in general, the process is below the level of awareness – about what the other person is going to say next; and that's how we understand what he or she does say.*

Then, how do they make such predictions? Concerning to this, Schelling's notion implied in Clark (1996: 64) does sustain such phenomenon that in predicting what

one's partner will do, the partner will do what he or she predicts the first will do, which is whatever the first predicts that the partner predicts the first to do, and so on ad infinitum. But the predictions will not always be the right ones because the possible completion is only known by the current speaker himself/herself. Due to the vagueness of a current speaker's utterance completion predicted by auditors, the turn-taking flows rather abrupt since overlap, gaps, pause, and even silence still occur in turn-taking. In order to avoid such discrepancies as mentioned earlier, Jefferson (1973) as quoted from Coulthard (1977: 55) argues that the recipient of an ongoing utterance has the technical capacity to select a precise spot to start his own talk 'no later' than the exact appropriate moment. Accordingly, 'a precise spot' argued by Jefferson means that the selected or self-selected speaker should give relevant answer or response to the previous speaker with the aim of maintaining the conversation coherent. Recognizing turn-taking signals by paying attention to speaker's idiosyncrasy, one's own characteristics at the time one converses, will lead the selected or self-selected speaker to build reciprocal pairs that Sacks calls adjacency pairs, ''no later' than the exact appropriate moment'. Hence, the current of conversation will expectantly run smooth.

All phenomena elucidated above will make the investigation on turn-taking occurrs in the Indonesian infomercial entitled "Terapi", a semi-face-to-face marketer-customer interaction broadcasted lively on TVRI West Java and Banten, relevant enough to examine thoroughly. And because this kind of setting does not occur in non-personal form of communication, it will be interesting to look into turn-taking patterns managed in it. This sounds reasonable, because, according to

Clark (1996: 8), "Not all settings are equal". Sacks *et. al.* as quoted from Coulthard (1977: 57) suggest that different turn-taking systems produce differently structured turns. What is more, others have noted that the organization of taking turns at talk is one type of organization operative in conversation, and have located a range of interesting features and details of that sort of organization (Sacks, Schegloff and Jefferson (2003)). In addition, the conversation in the Indonesian infomercial entitled "Terapi" is regarded as a form of talk exchanges occurs in mass communication. What's more, Alwasilah's (2000: 9) argument, "*Bagi ilmuwan sejati tidak ada sesuatu yang haram untuk dianalisis secara akademik dengan nuansa intelektual yang beragam,*" absolutely furnishes all supporting facts mentioned above that investigating the turn-taking patterns in the Indonesian infomercial entitled "Terapi" is adequately eligible to do.

1.2 The Research Question

In order to limit the study, a question arises. The question is:

1. In what way is the distribution of turns managed in the turn-taking patterns of an Indonesian infomercial entitled "Terapi"?

1.3 Objective of the Study

With reference to the foregoing research problem, this study aims:

1. The study is proposed to reveal the management of the distribution of turns in the turn-taking patterns of an Indonesian infomercial entitled "Terapi."

1.4 Scope of the Study

The subject of the research was one episode of recorded conversation in "Terapi" entitled *Hidup Sehat Bersama Waskita Reiky* broadcasted on the second of February 2009 from 4 pm to 5 pm. And this program is qualified to analyze for the reason that it represents the form of an infomercial in nature. And because kinds of infomercial vary then the writer took a medical infomercial as its genre. Additionally, *Hidup Sehat Bersama Waskita Reiky* is one of examples of a medical infomercial broadcasted irregularly by TVRI Jabar and Banten.

1.5 Significance of the Study

This study is much deliberately expected for conferring new deliberation of thinking and sharing knowledge among language learners, especially English learners, on turn-taking patterns occur in an infomercial, especially a medical infomercial. And after having comprehended the study, the language learners are hopefully able to do a further study for other kinds of infomercials, e.g. gadgetal infomercials in terms of kinesthetic feedback, or even in other fields of linguistics, e.g. investigating the dialogue occurs in an infomercial based on theory of Grice's conversational maxims.

1.6 Clarification of the Main Terms

The key terms used on the title are described below:

Turn-taking   :   The change of speaker during conversation (Yule, 1996: 135).

Infomercial : A television commercial that run for one minute or for as long as a typical television program (Wikipedia).

Terapi : An interactive advertising formed as an infomercial program broadcasted by TVRI West Java and Banten which promotes some different products (goods and services) in its every episode to community around West Java and Banten.

1.7 Organization of the Paper

The paper is presented in five chapters. The first chapter contains rationale for the study, the research question, the objective of the study, the scope of the study, significance of the study clarification of the main terms and organization of the paper. A theoretical foundation is then provided in the second chapter. Whereas, the third chapter describes research methodology including data collection procedures and data analysis. In addition, some findings and discussions are thoroughly presented in the fourth chapter. Finally, the conclusions and suggestions are given in the fifth chapter.