

CHAPTER I

INTRODUCTION

This chapter contains the introduction of the research, which discusses the background and statement of the problem, the aim of the study, study methodology, and organization of the paper.

1.1 Background

Discourse is divided into two types: spoken discourse and written discourse. According to previous researchers, Bartsch (1997) and Paltridge (2006), written discourse is pre-planned, well-organized and transactional, while spoken discourse is relatively unplanned, less structured and interactive. It means that spoken discourse can be much more spread out than the written one. In addition, according to Paltridge (2006), spoken discourse:

This is because spoken discourse is often produced spontaneously and we are able to see the process of its production as someone speaks... and topics can also be changed and speakers can interrupt and overlap with each other as they speak. Speakers can ask for clarification and they can correct what they have said (Paltridge, 2006, pp.17-18).

As the definition, spoken discourse can be much more spread out than the written one there is a tool to analyze this kind of discourse. The tool is conversation analysis is developed from ethnomethodology in the late 1960s and 1970s (Harwood, 2006). Spoken discourse is usually found in general, academic, and business fields. Business field is not only related to a manufactural corporation but also related to showbiz.

The most current example of spoken discourse in showbiz is talk show. Based on Caurbaugh (1989) talk show is a situation where people gather in a place to talk and they witness each other talk. Talk show program is commonly guided by one host or more who plays a role as an interviewer. The program delivers messages or reports news in different ways by inviting one or more informant in formal or informal setting. In the discussion on a talk show, an issue could develop and question-answer process is not just unidirectional but

bidirectional (Pane, 2004). Bidirectional means that it is not only the host, but also the guests and audience have the role to discuss the topic of a talk show. However, in a talk show, the host has an important role. Rubin and Step (1997) state that a host should moderate the discussion of a topic by the guests and encourage the audience to become involved by promoting a sense of intimacy and friendship. In that case, the use of language by the host is very influential.

In Indonesia, many kinds of talk show programs are broadcasted every day in almost all TV channels. Some popular talk shows are *Hitam Putih* and *Bukan Empat Mata*. Their popularity is indicated by their achievements in some award-giving programs. The programs have some similarities. Both are favored by younger viewers, like teenagers or young-adults. They are also broadcasted by the same TV channel, *Trans7*, and hosted by male representatives. However, the hosts from both talk shows are not from presenting background, but they have similar background which is from entertainment background.

The talk shows' popularity is possibly caused by the way hosts communicate to the guests and audiences. However, not all people's speaking styles in communication are the same. According to Bell (1984), different people express themselves in different ways, and that the same person may express the same idea quite differently when addressing different audience, by using different modalities, or tackling different tasks. This difference relates to formality.

The term formality has been used by Thoma Bertram Reid in 1956 and becomes more commonly used by linguists, like Halliday, McIntosh and Stevens during the 1960s (Karlsson, 2008). They state that formality is one dimension of style which has variations in language according to the user and the use. The user is defined according to social background, demography, gender and age, while the use was defined according to the fact that the speaker has a set of varieties of language and chooses between them in different situations. In line with their idea, Heylighen & Dewaele (1999) stated that different situational and personality factors determine the degree of formality in linguistic expression. Situational factors include background, setting, audience, and time. Meanwhile, personality factors are shown by gender, introversion, and level of education.

Studies about formality are still rare. Among the few of them is conducted by Karlsson (2008). Her study focused on the level of formality in various online shop websites. To determine the the level of formality in the US and UK websites, she used corpus and a tool of measurement called F-measure from Heylighen and Dewaele's index. Her study showed that the American web pages had a higher level of formality than the British web pages, and there was a connection between the level of formality in the websites and market sector. Another study in this area was conducted by Heylighen & Dewaele (1999). They reviewed several factors related to formality, like three personality variables, including gender, introversion and level of education. They used seven different languages from a corpus of two speech styles and one written style from students in three situations as data. In addition, they employed an empirical measure of formality, the F-score, based on the frequencies of the different word classes in the corpus. Their result showed that three personality variables correlate with formality, they are gender, introversion and level of education, and the prototypical producer of formal speech is male.

Both studies exemplify that formality can be seen in writing and spoken discourses. However, very few studies have been conducted to analyze formality in spoken discourse, especially in Indonesian context. Thus, the present study is conducted to fill the gap by analyzing formality in *Hitam Putih* and *Bukan Empat Mata* talk shows. This study attempts to discover which talk show has a higher level of formality and also finds several factors determining the level of formality.

1.2 Research Question

The present study examines the phenomenon of formality on Indonesian talk show. The current research tries to answer the following questions:

1. How is formality reflected in the talk show?
2. What factors determine level of formality?

1.3 Aim of the Study

Based on the research question mentioned earlier, this study aims at:

1. Exploring and determining the level of formality in the talk shows.

2. Determining the factors in the level of formality

1.4 Scope of the study

This study investigates the level of formality in an Indonesian talk show. The analysis of language uses measurement of formality levels proposed by Heylighen and Dewaele (1999) and examines some non-linguistic variables such as level of education and introversion. The measurement focuses only on hosts' language.

1.5 Significance of the Study

From this present study, the reader is expected to be aware of level of formality. As this study examines hosts' speaking language in Indonesian talk shows, it is expected that this study will enrich the literature on the level of formality in spoken context and Indonesia language and provide guideline for later research that is concerned the units of formality.

1.6 Research Methods

1.6.1 Research Design

The study employs a mixed method design. It is taken because the collected data and analysis are in the form of verbal description and numerical measurement. In a mixed method design, qualitative method and quantitative method are used to achieve conclusion (Hesse-Biber, 2010)

1.6.2 Data Collection

The study investigates the differences in the levels of formality in 2 Indonesian talk shows. The selected talk shows are *Hitam Putih* and *Bukan Empat Mata* talk show from *Trans7* channel. They are talk shows that are still broadcast on 2015 and they have similarities in structure and style. Their similarities are guided by male host, broadcasted by the same TV channel and each talk show is accompanied by co-host and music's players. Two episodes of each talk show are used. The episodes chosen are based on similarities in topic and guest stars.

1.6.3 Data Analysis

To determine the level of formality in the talk show, Heylighen and Dewaele's index (1999) was used. After the total number of words occurring in each talk shows has been counted, all the words were divided into eight word classes. Then, the frequency of word classes was inserted to the formality formula. After that, the value of F-score was obtained. The value was compared. The talk show which has the higher value of F-score is the talk show which has the higher level of formality. Lastly, the components of non-linguistics were examined. The T-test was also used to see how significant the different is.

1.7 Clarification of Terms

In order to avoid misunderstanding and to comprehend the notion underlying the title, some terms are clarified as follows:

1. Formality: "A term used to describe a variety of language which shifts depending on topic, subject or activity." (Trudgill, 1992, p. 6)
2. F-score: a formality measurement that is show from the frequency of word classes (Heylighen and Dewaele, 1999)
3. Introversion: personality variables that determines a person as an introvert or extrovert that is characterized by talkativeness, assertiveness, and energy (Digman, 1990)

1.8 Organization of the Paper

1. Chapter 1

This chapter contains an introduction, which discusses the background and statements of the problem, aims of the study, study methodology, and organization of the paper.

2. Chapter 2

This chapter contains the theoretical foundation, which serves as the basis for investigating the study problem.

3. Chapter 3

This chapter contains the methodology used in this study discussing the steps and procedures, the analytical tools, and the reasons for choosing these procedures.

4. Chapter 4

This chapter reports the results and findings of the study.

5. Chapter 5

This chapter contains conclusions and recommendations of the study.