

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study. It consists of background of the study, statements of problem, purposes of the study, scope of the study, significance of the study, research methodology, clarification of key terms, and organization of the paper.

1.1 Background

Conversation is a social activity composed of two or more different people. One person acts as a speaker and the other one as a hearer. This is also in line with Levinson (1983) who states that conversation is the outcome of two or more individuals. As a social activity, conversation also has social purposes (Liddicoat, 2003) or what Brown and Yule (1983) call as interactional functions. For instance, two or more people converse to express their feelings or to exchange information and to maintain social relations.

In addition, conversation can be divided into several forms. The first one is 'ordinary conversation'. It refers to a kind of conversation which is not bounded by a particular setting or task such as a daily-life conversation (Joos, 1967). The next form is an 'institutional talk'. Its participants and goals are limited and restricted (Heritage, 1998). As its name suggests, an institutional talk also takes place in an institutional setting such as a talk between judges and witnesses in courtrooms, or news interviews. Another form of conversation is a 'semi-institutional talk'. It applies the characteristics both of ordinary and institutional talks (Ilie, 2001). Consequently, a semi-institutional talk is more appealing. One obvious example of a semi-institutional talk that becomes people's attention is a television (TV) talk show.

As a semi-institutional talk, TV talk shows often display interesting patterns to be analyzed. The first one is topics of the TV talk show. The show mostly serves the talk with either sensational or controversial topics that are rated as interesting (Livingstone & Lunt, 1994). Additionally, sometimes TV talk shows discuss the most up-to-date issues by talking and inviting the cast of the latest film. Another unique

pattern in TV talk shows is the way their participants, which are a host and a guest, interact. They can give opinions with a sense of humor spontaneously during the show which may yield surprising and unexpected situations. In fact, different people express themselves in different ways, and that the same person may express the same idea quite differently when addressing different audiences (Bell, 1984). Consequently, hosts and guests in talk shows have to be cooperative to make conversation run smoothly and coherently. It can be done by employing the same conversation structures.

With regard to TV talk shows, one of the conversation structures that is interesting to observe is adjacency pairs. Adjacency pairs are a fundamental unit of conversational organization that is composed of two turns and by different speakers (Paltridge, 2006). Additionally, adjacency pairs play an important role in producing conversations coherently. This is because adjacency pairs are pair-type related. It means that an utterance made by one speaker depends on an utterance made by another speaker. If the next speaker does not respond with the pair type of the prior utterance, it will yield an absurd situation. For instance, the “How are you?” expression must be answered by the pair type of that utterance like “I’m fine, thanks” instead of saying “Yes, please.”

Studies focusing on adjacency pairs in TV talk shows, recently, have been conducted by some researchers. One of them is carried out by Rui and Ting (2014) who investigate adjacency pairs in *Ellen Show*. The study discovers that there are adjacency pairs, insert expansions, and post expansions in the talk show. Moreover, the Ellen show’s host always gives feedback to the guest by uttering words like “ur” or “yeah”. The results show that Ellen and her guests are always cooperative which make the conversation run smoothly. Another study regarding adjacency pairs is conducted by Pamungkas (2012) in *The Oprah Winfrey show, Mark Zuckerberg* episode. He finds 8 adjacency pairs which consist of 1 pair of a question-answer sequence, 2 pairs of assessment-agreement sequences, 2 opinions provide-comment sequences, and 3 opinions provide-clarification sequences. Moreover, all of these types have preferred

responses in the SPP. All in all, Oprah's strategy to get information from her guest is by providing an opinion.

As exemplified above, to enrich the study of adjacency pairs in TV talk shows, this study investigates types of adjacency pairs used by the hosts and the guests in the selected Indonesian talk shows. This study only focuses on NET. TV since it is the newest national TV channel in Indonesia. The two most popular programs in NET. TV are *Ini Talk Show* and *Sarah Sechan*. These talk shows are chosen because it is assumed that every TV talk shows will also have different conversation strategies in which it will enrich the findings. Furthermore, this study applies the theory of adjacency pairs by Schegloff (2007) and Fasold (2006). The cooperation between both of the hosts and the guests is important in formulating the structure of the television talk shows. Thus, besides the adjacency pair types, this study also attempts to examine the way adjacency pair types reveal the similarities and differences between the TV talk shows. The results, then, are expected to give a new concept, strategy, and patterns in hosting a TV talk show for people who are interested to be a host in a TV talk show.

1.2 Statements of Problem

This study investigates adjacency pairs of conversation in TV talk shows by trying to answer the following questions:

1. What types of adjacency pairs are found in *Ini Talk Show* and *Sarah Sechan* talk shows?
2. What are the similarities and differences between *Ini Talk Show* and *Sarah Sechan* based on the use of adjacency pair?

1.3 Purposes of the Study

Based on the formulation of the research questions, the aims of this study are:

1. To describe the types of adjacency pairs in *Ini Talk Show* and *Sarah Sechan* talk shows.
2. To examine and interpret the similarities and differences between *Ini Talk Show* and *Sarah Sechan* based on the use of adjacency pair.

1.4 Scope of the Study

The present study focuses on examining adjacency pair types in two Indonesian talk shows. Specifically, the first pair parts and the second pair parts of each sequence are analyzed. These can be seen from both of the host and the guest utterances during the talk shows. They are taken from one episode of *Ini Talk Show* and one episode of *Sarah Sechan* talk show. Furthermore, the frequency of each adjacency pair type, the topic, and the dispreferred responses are also analyzed to discover the similarities and differences between the two talk shows.

1.5 Significance of the Study

This study is conducted to provide significance in two respects: theoretical and practical. Theoretically, this study can contribute to the application of conversation analysis theory, especially in analyzing conversations in Indonesian talk shows, which to date, are still a few in number. The output of this study is also a source material that people can learn from especially on how people communicate. Practically, this study is expected to encourage people to be more aware of conversational activities they are engaged in and of the implications that these activities have on social interactions and relationships. As a result, the findings of this study are expected to provide benefits for society considering that conversation plays an important role in social relationships.

1.6 Research Methodology

The present study employs a descriptive qualitative method because it aims to describe and interpret social phenomenon in talk shows. In addition, the chosen episodes also have the same participants and topics. Angouri's (2010) argument that states qualitative research is concerned with structures and patterns, makes the qualitative method corresponds to this study. As the character of qualitative method, the data of this study are in the form of transcribed utterances in two TV talk shows: *Ini Talk Show* and *Sarah Sechan* from NET. TV. To answer the two research questions, the collected data were classified by employing an adjacency pair theory proposed by Schegloff (2007) and Fasold (2006). The results, then, show the adjacency pair types as well as the

similarities and differences between the two talk shows based on utterances produced by both of the host and the guest in each chosen talk show.

1.7 Clarification of Key Terms

Based on this study, the following are several keywords or key concepts related to the research problems:

- Conversation Analysis : A study of conversation which emphasizes the influence of everyday knowledge on social activity and seeks to identify how to initiate conversation, why interruptions are relatively rare, how we know to respond our interlocutor, how to end conversation, and any rules which appear to be governing it (Allan, Bradshaw, & Finch, 2010; Wooffitt, 2005).
- Talk Show : A talk between a host and guest(s) who gather in a conversational media setting which has coexisting features of both daily conversation and institutional language; it is institutionally-defined, host-controlled, participant-shaped, and audience-evaluated. (Caurbaugh, 1989; Ilie, 2001; Rui & Ting, 2014).
- Adjacency Pairs : A two-part automatic sequence in which the first part sets up a strong expectation that a particular second part will be provided (Fasold, 2006).
- Preference Structure : Indicates a socially determined structural pattern that divided the second part into preferred and dispreferred social acts (Yule, 1996).

1.8 Organization of the Paper

This paper consists of five chapters. Each chapter provides the detail information needed to construct the idea of this study. It will be elaborated below.

CHAPTER I INTRODUCTION

The first chapter provides a brief explanation of the present study. It consists of the background of the study, statements of problems, purposes of the study, scope of the study, significance of the study, research methodology, clarification of key terms, and organization of the paper.

CHAPTER II LITERATURE REVIEW

This chapter provides the theoretical foundation which serves as the basis for investigating the study. It also explains findings of previous studies and other supportive information relevant to this study.

CHAPTER III RESEARCH METHODOLOGY

The third chapter describes approaches and procedures of how the study is conducted. It is divided into three subchapters, including research design, data collection, and data analysis of this study.

CHAPTER IV FINDINGS AND DISCUSSION

This chapter elaborates the results of the analysis and the discussion of the significant results. In addition, it also connects the results to related theories and previous studies.

CHAPTER V CONCLUSIONS AND SUGGESTIONS

This chapter is the last section of the present study. It presents conclusion drawn from the research findings. In addition, suggestions for future research are also included in this chapter.