## CHAPTER I

## INTRODUCTION

This chapter encompasses the background of the study, research questions, scope of the study, aims of the study, research method and the organization. It plays an important role in giving a brief explanation reflected the realization of the research and what the next chapters about.

### 1.1 Background

Language develops over time as the development of human civilization exists on the earth. Language is an essential tool for human in expressing their thoughts, feelings and desires. Language enables human to fulfill their unlimited needs through communication. The way one communicates or uses language can also reflect how educated and civilized he/she is. According to Levine (1993:17), communication is a process in which the speaker and the hearer share meanings together through verbal and non verbal behavior. This means that communication is not only about saying words but also about shaking hands and nodding head. Beside that, Schramm (1995 in Wells 1972:182) also mentions that people share 'commonness' when they communicate one to another. Information, ideas, attitudes or feelings are some of examples of the commonness. This commonness sharing indicates that communication belongs to social activity.

Basically, the process of communication requires three aspects: the source, the message and the destination. As technology improves, the way human communicates is developing. The source is more than just speaking, writing or gesturing. In line with this, Schramm (1995 in Wells 1972:15) states that the sources of communication process can also be a communication organization such as newspaper, magazine, radio and television with any signal that can be interpreted as the message. The last two sources contribute in the expansion of broadcasting, an advance form of communication.

This research focuses the discussion on one of the sources, television broadcast. Television broadcast can be included into an important aspect of mass communication in which the information or idea is transmitted to a large number of people with indefinite distances. There is nobody in this globalization era can live normally without television. Watching television becomes habit for people all over the world. Television has the capabilities of video, audio and motion. With these capabilities, television plays a big role in informing, educating, persuading, entertaining, and affecting other's way of thinking. It has strong tendency in changing people's personality, behavior, life style and thinking current. These functions can operate through the existence of language used by broadcasters. They are responsible to arrange and perform language as effective as possible in order to achieve the goals.

Broadcasting deals with the interest of many people, therefore it must be bounded by rules and norms. Some rules aim at protecting people's feeling or keeping cooperation and relevancy. There are many ways and point of view to

examine the rules and norms behind a broadcasting phenomenon. Since it strongly involves the use of language, this research uses pragmatics to identify and classify the rules. As Yule (1996:4) says that the advantage of studying language via pragmatics is that one can observe various human concepts which are extremely difficult to analyze in a consistent and objective way. Human concepts include people's intended meaning, assumptions, purposes, and kinds of actions.

Moreover, to specify the observation, this research focuses on the cooperation and politeness system within the performance. Without any consideration regarded to these rules, communication may be useless. In communication, participants are required to say truth, be relevant and try to be as clear as possible (Yule, 1996). It is the assumption of cooperation, stated as cooperative principle. Within this principle, Grice (1981) suggests four maxims: quality, quantity, relevance and manner. While someone who often says something irritating or showing disrespectful to others will meet difficulty in getting trust or sympathy from the surroundings. This is the means which is usually used to show respects to other's feeling, called as politeness. Related to this, Brown & Levinson work with Goffman notion found the concept of 'face'. In their account, face consists of two varieties, 'positive face' and 'negative face'. The two faces refer to emotional and social sense that everyone has and wants others to recognize. These two systems, cooperative principle and politeness, in pragmatics are strongly related. These are some reasons why a set of rules in communication or, in other words conversational rules are needed in making sense of all what are said.

Actually, people communicates more than what they say. This concept is called implicature. Implicature needs to be interpreted by using certain principles. We cannot assume that more words are better or the less are worse. Different contexts of conversation have different requirements. For example, when a boy asks a girl to hang out one day, then a girl answers, "I have a lot of homework to do." To find the conveyed meaning, the boy is required to make some inferences that the girl does not just inform the boy about the homework. It implies that the girl refuses to go with the boy. In another case, researchers are required to be chronological and clear in their research presentation, while two close friends in daily conversation can convey their message one to another more independently. Just the same as broadcasting in which a number of requirements are applied. Requirements or rules in broadcasting also include cooperative principle and politeness. The usages are very interesting to be investigated.

Based on the theories, the writer intends to identify the conversational implicature and politeness systems operated by the presenters in *Take Me Out Indonesia* and to find the reasons why they use such systems in the show. *Take Me Out Indonesia* is a combination of dating and reality show in which a man searches for his desired soulmate among 30 beautiful and talented women. The man is evaluated by the women based on a number of considerations such as physical appearance, expertise, profession and personality. If women like the man, they will keep the light on. While if they do not, the light will be turned off. This match show is broadcasted every Friday at 21.30 to 23.30 on Indosiar. The way that the presenter, Choky Sitohang and Yuanita Christiani conduct the show has made *Take Me Out*

*Indonesia* reached its highest rating at 5.3 with share 41.6 along the first season. It means that many audiences are enchanted with the show. This is one reason why the presenter's conversational strategies became interesting to be pragmatically investigated.

Supporting this research, Afrianti (2008) observed the realization of politeness in *Kick Andy* show. She investigated the language phenomenon of the presenter who is known for his braveness in demanding the guests to reveal their secret briefly. She finds that the presenter tends to ignore politeness value in doing his job. There is also Lestari (2008) who finds certain conversational implicatures that are frequently used by the characters in *Gilmore Girls* drama series and the reasons behind the use. She relates the study of conversational implicature with the observance to Gricean maxims. In her study, she finds that the speakers in *Gilmore Girls* tend to use generalized conversational implicature with the highest observance to the relevance maxim.

## 1.2 Research Question

The inquiry will be guided by the following general questions:

1. What are the most frequent conversational implicatures used by the presenters in *Take Me Out Indonesia*?

2. What are the politeness strategies used by the presenters in this show?

3. What are the reasons behind the most frequent use of conversational implicatures and politeness strategies?

## 1.3 Aims of the Study

The research primary aims at exploring and finding the answers of the research questions above. The other aims are stated as follows:

1. To investigate the characteristics of conversational implicatures of broadcasters in Take Me Out Indonesia

2. To examine the politeness strategies of presenters in Take Me Out Indonesia

3. To find out the reasons and factors that influence the use of certain conversational implicatures and politeness strategies by the presenters of Take Me Out Indonesia

## 1.4 Scope of the Study

In order to make the discussion more effective and specific, writer limits the scope of studying on conversational implicatures and politeness operated by the presenters of take me out Indonesia. These subjects are included into pragmatic investigation. The study of conversational implicatures concerns with the analysis of Grice's Cooperative Principle. Cooperative principle could be interlinked to the politeness system. Basically, politeness can be viewed through different perspectives with its own figure experts for each perspective and theory such as Lakoff, Leech, and Brown& Levinson. Since this research tries to analyze politeness system in accordance with the cooperative principles, the writer bases the study of politeness on the theories of Brown & Levinson. These theories are considered as the most appropriate in examining the strategies and figuring out the reasons behind the use.

The research will focus only on the dialogues within Take Me Out Indonesia, especially those that are said by the presenters. Furthermore, there is just one episode taken randomly to be investigated.

## 1.5  Research Method

In order to meet the purpose of this research, the combination of qualitative and quantitative methods will be employed in this study. As Lindlof (1995) argues multiple methods are particularly useful for examining communicative events from different perspectives. One procedure of qualitative method that will be applied to this research is text analysis since this research works with transcription, one form of text. Qualitative method makes the researcher develops concepts, insight, and understanding from patterns in the data rather than assess preconceived models, hypothesis, or theories (Taylor 1984). While quantitative method will provide a statistical data which supports clearer and more objective measurement when calculating the percentage of each types conversational implicatures frequency within the conversations. From the result, the most frequent implicature will be gained.

The research begins with data collection. Two episodes of *Take Me Out Indonesia* are chosen randomly. All conversations, especially those which are said by the presenters, Choky Sitohang and Yuanita Christiani are recorded by using *EZ Audio Recorder 3.5.4*. Then it is manually transcribed by referring to the transcription conventions, suggested by Grundy (2000). The transcription is useful for finding a specific description about the real phenomena toward the use of

conversational implicature and politeness strategies by the presenters. Conversation within the transcription is separately analyzed and classified based on Cooperative Principle proposed by Grice (1975) and Politeness strategies by Brown & Levinson (1987).

Cooperative principle is applied in a form of the two types of conversational implicature, generalized and particularized. While the politeness analysis includes the face concept; positive and negative politeness; on record, off record and bald-on record politeness strategies. Afterward, descriptive method will be applied in describing and interpreting the analyzed data into the research findings. All these procedures will lead to the answers of the previous questions.

## 1.5 Research Method

Based on academic writing standard, the paper will be formed as an outline below. The organization of the paper consists of five chapters as the following.

Chapter 1: Introduction. This chapter points out background of the research, scopes of the study, research questions, aims of the study, research methods, and organization of the paper.

Chapter 2: Literature review. This chapter provides most of the theory related to the chosen topic. The theories include the basic knowledge of broadcasting, mass communication, Grice's cooperative principle, Leech's politeness principles and Brown & Levinson theory of politeness.

Chapter 3: Methodology. A detailed account of the methods which is used to explore the research questions in chapter 1 is explained. The chapter describes source of the research, technique of data collections, and data analysis.

Chapter 4: Analysis and Discussion. In this chapter, the data gathered will be synthesized and analyzed. Then, the research is elaborated by relating the analysis to the certain theories from literature review. Therefore, the chapter presents the results of the study, a discussion of those findings, and the writer's interpretations as researcher of the data gathered.

Chapter 5: Conclusion. This chapter encompasses all of the previous chapters and summarizes the study and presents conclusions. Then it points out certain suggestions for those who are interested in conducting further research toward the similar topic

## 1.7 Closing Remarks

This chapter has elaborated the background of the study, research questions, scope of the study, aims of the study, research method and the paper organization. It will be the basic reference in processing the next parts of this paper. Through this chapter, the readers will be informed about what they are going to read.