

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Communication is the means by which ideas and information are spread from person to person. People use communication to express feelings, emotions, opinions and values, to learn, teach and improve their status. Communication is therefore vital to human interaction whether parents and children, bosses and employees or even husband and wife. The diversity and characteristics of those involved in any interaction can thus affect communication. Taking account of any diversity in interaction rather than assuming uniformity to achieve effective communication. Communication is available everywhere, including in TV programs. TV programs themselves are varying; one of them is talk show.

There are many talk shows broadcasted by various TV stations, one of them is *The Mata Najwa Talk Show*. *The Mata Najwa Talk Show* is an excellent talk show program of Metro TV hosted by a senior journalist, Najwa Shihab. This talk show is broadcasted every Wednesday at 20:05 until 21:30 pm.

This talk show is chosen as the data of this thesis. Broadcasting premiere since November 25th, 2009, *The Mata Najwa Talk Show* consistently delivers interesting topics with first class guests. A number of special guests were present and spoke at *The Mata Najwa Talk Show*, including former President BJ Habibie, former Vice President Jusuf Kalla, Former State Enterprises Minister Dahlan Iskan and Former Jakarta Governor Joko Widodo.

The Mata Najwa Talk Show also has presented exclusively pictures inside the prison holding cell of Sukamiskin Cipinang in the episode "Special Prison". In the show, Najwa participated to make unannounced visits and talk directly with corruption convict Gayus Tambunan Halomoan, Adrian Waworuntu, Agusrin Najamuddin and Anggodo.

The Mata Najwa Talk Show has won a number of awards nationally and internationally. In 2010, the episode "*Separuh Jiwaku Pergi*" was selected to be one of the nominations for the 15th Asian Television Awards category of "Best Current Affairs Programme". In 2011 *The Mata Najwa Talk Show* got grace Dhuafa Wallet Award as an inspiring talk show. In the same year, *The Mata Najwa Talk Show* entered into one of IBC Award nominations category "Best Talk Show".

For three consecutive years from 2010 to 2012, *The Mata Najwa Talk Show* has been chosen as the brand most recommended talk show by SWA

Magazine. *The Mata Najwa Talk Show* also awarded The Word of Month Marketing Award in 2011.

In 2014, entered the age of 4 years, *The Mata Najwa Talk Show* managed to get KPI Award as "Best Talk Show Program".

The Mata Najwa Talk Show is chosen to be the source of data in this study due to some reasons. First, *The Mata Najwa Talk Show* is a familiar talk show with political issues. Second, the language used in *The Mata Najwa Talk Show* is good for its familiarity to all background of education. And last *The Mata Najwa Talk Show* is a mostly viewed by inhabitant in Indonesia.

In doing conversation, the participants have to follow the rules and maxims. If a conversational exchange is not straightforward, it may be the participants do not do it directly. The conversation conveys implicature which is needed to understand. It can be proven by the following dialog:

(The wife is busy cooking and then the doorbell rings.)

Wife: Could you answer the door?

Husband: I'm taking a shower!

The husband is not answering his wife's question directly, but what he says is a way of making communication and the conversation makes a perfect sense. It is because the wife can understand what is implied or suggested by her

husband, “I can’t answer the door,” due to the reason he described. In other words, a conversational implicature was interpreted by her in order to figure out what he meant. Thus, implicatures function as a bridge to connect what is actually uttered and what is implicated in the utterance.

A study about political discourse has been conducted by Osunbade (2010) which focuses on the language use in Adichie's literary texts; especially to generate meaning which has attracted increasing interest in linguistic scholarship in recent times. Osunbade carries out a pragmatic investigation of implicatures of political discourse in Adichie's *Purple Hibiscus* (henceforth PH) and *Half of a Yellow Sun* (henceforth HYS), to determine how language is deployed to facilitate access to her thematic concerns. The data were collected by collecting the political discourse in Adichie's *Purple Hibiscus* (henceforth PH) and *Half of a Yellow Sun* (henceforth HYS). The findings of the research shows that politics-related issues are communicated as implicatures in *Purple Hibiscus* (henceforth PH) and *Half of a Yellow Sun* (henceforth HYS).

There are reasons for choosing the *Conversational Implicature Used in The Mata Najwa Talk Show*. First, it is renowned indirectly on its linguistics behavior, especially when it comes to communicating about unfavorable things. Language is supposed to be used to clearly express beliefs, but political utterances does not just express beliefs but it also mobilizes and inspires. The language use in political is not clear in its literal meaning. Second, politicians

are a community in Indonesia to have penchant for avoiding excessiveness as evident. And last, the conversational implicature in political utterances is a new study to be observed.

Grice (1995) introduces a distinction between two types of conversational implicatures: generalized as opposed to particularized implicatures. First, when no special knowledge is required in the context to calculate the additional conveyed meaning, it is called a generalized conversational implicatures (Grice, 1995). One common example in English involves any phrase with an indefinite article of the type “a/an X”, such as “a garden” and “a child” as in example below. These phrases are typically interpreted according to the generalized conversational implicature that: an X +> not guest’s X.

I was sitting in a garden one day. A child looked over the fence.

The implicatures above shows that the garden and the child mentioned do not belong to him, are calculated on the principle that if the guest was capable of being more specific, then he/she would have said “my garden” and “my child”.

The example of the utterance of implicature from *The Mata Najwa Talk Show* between the host (Najwa) and the guest (Mahfud) is

Najwa : *Kalau kita ambil contoh dalam 2 kali periode SBY, ada yang mengatakan 180 derajat berbeda wakil presidennya, Jusuf Kala dan Budiono. Mana yang ideal?*

(If we take example from two round of SBY's presidential period, some said that both of the vice presidents are totally different, Jusuf Kala and Budiono. Which is the ideal one?)

Mahfud : *Jusuf Kala dan SBY juga kurang ideal karena nampaknya tidak ini ya, yang satu nampaknya lebih banyak masuk ke intervensi ya karena terlalu aktif, bukan karena jelek. Ini tidak cocok. Itulah tidak ideal. Pak Budiono terlalu lemah, tidak bisa mengambil inisiatif.*

(Jusuf Kala and SBY are also not an ideal one because it looks like that one part is dominantly enter intervention because of his overactive, but it is not bad. They are not fit each other. They are not ideal. Mr Budiono is too weak since he is not capable to take the initiative.)

The context of the utterances is the host (Najwa) asking the guest's (Mahfud) point of view of comparing the two vice presidents; Jusuf Kala and Budiono, during SBY's two rounds of presidency. Mahfud's answer in responding Najwa's question is categorized generalized implicature.

Second, particularized conversational implicature is an implicature where some assumed knowledge is required in very specific contexts during a conversation. Take a look on this scene in which a husband and wife are reading in the kitchen while their dinner is cooking:

Wife : Do you want to test the potatoes?

Husband : Can I just finish this sentence?

Wife : Of course.

The question is not match with the answer, because his answer does not convey "*the potatoes*" as the answer.

For example the utterance of implicature from *The Mata Najwa Talk Show* between the host (Najwa) and the guest (Dahlan):

Najwa : *Itu anda seperti apa di konvensi ini, apa ikut alur saja atau merasa sudah sia-sia ikut konvensi?*
(What is your personal opinion about this convention, do you only join the plot or do you already feel the vain join this convention?)

Dahlan : *Karena saya sudah terlanjur ngomong ke Najwa dulu bahwa status saya ini sudah saya turunkan dari menjemput takdir menjadi menunggu takdir. Jadi saya masih seperti itu.*
(Because I was already talking first to Najwa that my status is already scaled back from picking up my destiny be waiting for destiny. So I am still so.)

The context of the utterances above is the host (Najwa) asking the guest's (Dahlan) point of view since Dahlan is one of the member of the presidential candidate who joins the convention system in Demokrat Party. Najwa asked Dahlan's personal opinion about convention, whether he is still joining the plot or he is already feeling the vain join the convention. Dahlan was not directly answered the question arise by Najwa by choosing his decision of still joining the plot or already feel the vain of joining the convention. Dahlan replied the question arised by stating implicit meaning that he is still in his point of view, scaling back his status from taking up my destiny to waiting for destiny. Since the guest (Dahlan) replied the question arise by the host (Najwa) by giving implicit meaning that conversation takes place where the hearer should understand the context of the conversation between the host (Najwa) and the guest (Dahlan) and also the political condition of Demokrat

Party where Dahlan Iskan is one of the presidential candidate for the upcoming presidential election, so the utterances classified into particularized conversational implicature.

In summary, a conversational implicature is an implicature that is drawn in accordance with pragmatic principles such as the cooperative principle rather than being inferred from the meaning of a lexical item or a sentence structure.

The same research conducted by Acqromi (2010) study in which focuses on the utterances through debate using Grice's theory of implicature. The study is intended to describe kinds of implicatures found in the debate between Barack Obama and John McCain and how the implicatures are used in the debate between Barack Obama and John McCain. The data are taken in the forms of conversations done by Barrack Obama and John McCain in their first debate which is held by Missisipi University on September 26th 2008. This study is done by using descriptive qualitative method based on Grice's theory of implicature. The result of this study reveals some findings covering the formulated research problems. First, the implicatures used in debate between Barrack Obama and John McCain can be categorized as generalized conversational implicature and particularized conversational implicature. Generalized conversational implicature is used when the information being conveyed is clear, brief, in chronological order and no context is required by the hearers to understand the information in the debate. In addition, indefinite article and scale of value word used by the guests can make the hearers easy to

understand the information. While particularized conversational implicature is used when the guests do not give the clarity and sufficiency information to the hearers. It means that, the context is required by the hearers to understand the intended information or messages.

This study aims at finding the implicit meaning in conversation setting used in *The Mata Najwa* talk show. It is regarded that a better understanding of implicit meaning in conversational implicature used by the host and guests in *The Mata Najwa* talk show to enable the TV watcher understand the implicit meaning.

1.2 The Problems of the Study

Based on the background of the study, the researcher conducted a study about conversational implicatures used in *The Mata Najwa* talk show. The following questions are forwarded as the research problems.

- 1) What types of implicature are used in the *The Mata Najwa* talk show?
- 2) How are those types of implicature used by the host and the guests in the *The Mata Najwa* talk show?
- 3) In what context is implicature conducted by the host and the guests in the *The Mata Najwa* talk show?

1.3 The Objective of the Study

In relation to the problems, the objectives of the study are,

- 1) to describe the types of implicature used in *The Mata Najwa* talk show.
- 2) to explain the ways of performing implicature used by the host and the guests in *The Mata Najwa* talk show.
- 3) to describe the context of implicature by the host and the guests in *The Mata Najwa* talk show.

1.4 The Scope of the Study

The scope of the study is limited into the pragmatic feature in implicatures used in *The Mata Najwa* talk show. The utterances uttered by the host, Najwa Sihab and the guests invited to come to *The Mata Najwa* talk show. The focus of this study is in the analysis of implicature used both generalized and particularized implicature. The two types are incorporated as the conversational implicature for the analysis of the data.

1.5 The Significance of the Study

The findings of the study are expected to give some relevant contributions both:

Theoretically, the results of this study are useful:

- 1) To enrich and develop the students knowledge of pragmatics particularly with the conversational implicature subtopic.
- 2) As the source of information and idea for other researchers who want to carry out further study on conversational implicature of the other fields.

Practically, the results of this study are useful:

- 1) As the guiding information for interviewer and interviewee to obey the cooperative principles during having communication.
- 2) As the guidance for the participants to increase the sensitivity in practicing an effective cooperation and politeness in daily conversation.

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