

## TABLE OF CONTENTS

<b>ABSTRACT</b> .....	<b>i</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>ii</b>
<b>TABLE OF CONTENTS</b> .....	<b>iv</b>
<b>LIST OF TABLES</b> .....	<b>vi</b>
<b>LIST OF FIGURES</b> .....	<b>vii</b>
<b>LIST OF APPENDICES</b> .....	<b>viii</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 The Background of the Study .....	1
1.2 The Problems of the Study .....	6
1.3 The Objectives of the Study .....	6
1.4 The Scope of The Study .....	6
1.5 The Significances of the Study .....	7
<b>CHAPTER II REVIEW OF LITERATURE</b> .....	<b>8</b>
2.1 Theoretical Framework .....	8
2.1.1 Pragmatics .....	8
2.1.2 Conversational Style .....	9
2.1.3 Conversation Analysis .....	14
2.1.4 Preference Structure .....	17
2.1.5 YouTube .....	20
2.1.6 Podcast .....	21
2.2 Relevant Theories.....	22
2.3 Conceptual Framework .....	25
<b>CHAPTER III RESEARCH METHODOLOGY</b> .....	<b>28</b>
3.1 Research Design.....	28
3.2 Source of Data.....	29
3.3 The Techniques of Collecting Data.....	29
3.4 Research Instruments .....	30
3.5 The Techniques of Analyzing Data.....	30

<b>CHAPTER IV</b> .....	<b>32</b>
<b>FINDINGS AND DISCUSSIONS</b> .....	<b>32</b>
4.1 The Types of Conversational Style used by Deddy Corbuzier and Anies Baswedan in The Podcast Content .....	32
4.1.1 Findings .....	32
4.1.2 Discussion.....	43
4.2 The Types of Preference Structure used by Anies Baswedan.....	46
4.2.1 Findings .....	46
4.2.2 Discussions .....	59
4.3 The Dominant Types of Preference Structure used in The Podcast.....	61
4.3.1 Findings .....	61
4.3.2 Discussion.....	64
<b>CHAPTER V</b> .....	<b>65</b>
<b>CONCLUSION AND SUGGESTION</b> .....	<b>65</b>
5.1 Conclusion.....	65
5.2 Suggestion .....	68
<b>APPENDICES</b> .....	<b>71</b>
<b>BIOGRAPHY</b> .....	<b>104</b>

