

CHAPTER I INTRODUCTION

A. Background of The Study

Everybody absolutely communicates along his life. Communication is the process of transferring information from a sender to a receiver with the use of a medium in which the communicated information is understood by both sender and receiver, Adrian and Friends (2010: 366). It is the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express the ideas, thoughts, feelings, etc., to someone else. Communication is one of the most important aspects which cannot be separated from human beings.

Leech (1983: 54) said that doing communication means using language. So, language is one system of communication which enables human to cooperate. Without language people cannot do the interaction and understand each other. Every time we use language in our daily life so that people around us know about what we feel, what we desire or what we think. We communicate effectively with our words, gestures, and tone in kinds of situation. Therefore, language is the essential aspect in our life.

Communication will be run well because of the role of sender and receiver. Therefore, both speaking and listening were important for communication to take place. When a person listening to someone else speaking, he/she must put together what is being said with how it is being said. Communication is a bridge among people because it can make a good relationship

or even destroy the relationship itself. Both the speaker and hearer have to have perception about what they were talking to make the communication can be gained well. Sometimes if the hearer cannot catch what the speaker talk, it may lead misinterpretation or misunderstanding among them.

This study was emphasized that to understand the utterances is not enough if only sees from the real meaning or semantics side but it has to be seen from pragmatics side because the messages were not only conveyed directly but also implicitly. Yule (1996: 3) states that pragmatics is the study of speaker meaning. This study is concerned with meaning as communicated by speaker (or writer) and interpreted by a listener (or reader), and it has more to do with the analysis of what people mean by their utterances. The usage of pragmatics enables people to communicate not only explicitly but also implicitly.

Look at the example below. The conversation between the host and guest in *Mata Najwa's* talk show episode January 21st, 2015 (00:50:43):

Host (Najwa) : Kalo begitu singkatan yang BTP itu pas nggak buat pak Ahok menurut Syahrini yaitu Bersih, Transparan, Profesional?

Syahrini : Kita lihat 5 tahun kedepan ya pak Ahok ya.

From the conversation above, we can see that the host namely Najwa asked Syahrini with Yes or No question. She's asking about Syahrini's opinion about Governor of DKI Jakarta namely Basuki Tjahja Purnama (BTP). But Syahrini did not want to emphasize or give statement about the abbreviation of BTP itself because she cannot ensure that it will be implemented or not in the

future. So, Syahrini conveyed an additional meaning in her statement. The host and guest have special background knowledge and talk in a same context so they can understand each other without making misunderstanding. In our daily life, the event like the example above is frequently happened. We will understand each other if we have the same background knowledge, but we will raise a misperception if we do not catch the additional implied meaning from the utterances. It is called as conversational implicature.

Grice (1975, 1989) defines that implicature is additional conveyed meaning. In other word, implicature is a technical term, which refers to what is suggested in an utterance, even though neither expressed nor strictly implied. There are two types of implicature namely conventional implicature and conversational implicature. Where conventional implicature is expression's agreed meaning, rather than derived from principles of language use and not part of the conditions for the truth of the item or expression. And conversational implicature means what is expressed literally in a sentence is different with what is suggested or hinted at by an utterance of the same string of words.

This study would analyze about a specific implicature, it was conversational implicature. There were two types of conversational implicature, namely generalized conversational implicature and particularized conversational implicature. To get the conveyed meaning which is suggested implicitly and to avoid a misunderstanding or misperception among the speaker and hearer/recipient, they must have the same background knowledge in which they

were involved. So, the understanding of implicature was needed absolutely to understand the implicit meaning in utterances.

Based on the explanation above, the writer eagerness was attracted to do a research about conversational implicature in television's program. Television is an electronic system of transmitting transient images of fixed or moving objects together with sound over a wire or through space by apparatus that converts light and sound into electrical waves and reconverts them into visible light rays and audible sound. It means that television is an effective way to promote or to show everything, like goods or services, news, and etc., because not only emerge face/image but also voice/sound.

Television used by many people around the world to show their thinking, their desiring or their feeling to people/watcher. An example, like politician or celebrities, television can be used to show their prestige in front of their audiences, fans, or supporters. Of course he/she used implicature to keep his/her image to audiences or sometimes implicature happens because he/she thinks the topic is embarrassing. There were so many types of television programs like talk show, infotainment, game show, news, sport, comedy, electronic cinema, etc. But here, talk show's program will be an object which is going to be analyzed.

Talk show is one of radio or television programming to represent the utterances that were usually used in people life as the object of research. It is a question and answer session in which a host interviews one person or a group of people and discusses various topics. Television talk show is a program that talking

about the guest's jobs, their personal lives, their spiritual experience and also about things that recently happens. And in this research, there is an object will be analyzed, it is a high class, most familiar and exclusive television talk show's programs in Metro TV which called *Mata Najwa's* talk show.

Mata Najwa's talk show is hosted by Najwa Shihab itself. She is a senior journalist in Metro TV. She is a critical person, clever, has a good communication skills, strict to the point and never satisfied before her questions answered by the guests. She doesn't afraid of anything, doesn't hesitate to ask cynical question to anyone. But beside that, she is also a fun and kindly person. *Mata Najwa's* talk show discuss and investigate the truth of particular current issues and crucial problems, like politics issue, economics, law enforcement, education, health issue and social phenomena (<http://www.matanajwa.com>). It is an exclusive talk show because she always invites well-known persons in Indonesia, like president, governor, minister, constitutional court, politicians, lawyer and also entertainer.

By capitalizing this *Mata Najwa's* talk show, conversational implicature will be found from the utterances that have been transcribed. All the findings will be classified into the two types of conversational implicature. From the two types, the most dominant type of conversational implicature will be found. Lastly, it is to describe the reasons why the most dominant type of conversational implicature is used.

There were six segments of one episode of *Mata Najwa's* talk show from different times and different persons that will be the source of data. They were

politicians, governor, president, lawyers, parliament, entertainer and etc. This study would try to find out the implicature which used by the host and guests, so that the meaning or message of their utterances can be understood. In our daily life, implicature was always used when doing conversation with anyone. Where, we implicate something else when utter something. We would raise a misunderstanding if we cannot catch the hinted meaning of the statement that is uttered. It was the reason for this study to analyze conversational implicature.

B. The Problem of The Study

Based on the background above, the problem of the study can be formulated as follows:

1. What types of conversational implicature were found in *Mata Najwa's* talk show?
2. What is the dominant type of conversational implicature used in *Mata Najwa's* talk show?
3. Why is the most dominant type of conversational implicature used in *Mata Najwa's* talk show?

C. The Objective of The Study

Based on the problems of the study above, the objective of the study were:

1. To find out the types of conversational implicature used in *Mata Najwa's* talk show.

2. To find out the most dominant type of conversational implicature used in *Mata Najwa's* talk show.
3. To describe a reason why the most dominant type of conversational implicature used in *Mata Najwa's* talk show.

D. The Scope of The Study

Implicature is an additional conveyed meaning. There were two types of implicature, they were conventional implicature and conversational implicature. But in this case, this study will analyze about conversational implicature. The study was limited on analyzing conversational implicature that will be taken from the utterances of the host and guests mentioned in *Mata Najwa's* talk show. The data were limited on six segments in one episode of *Mata Najwa's* talk show, namely *Mata Najwa's* talk show episode January 21st, 2015.

E. The Significance of The Study

The findings of this study were expected to be useful theoretically and practically:

Theoretically, the findings will give information and knowledge of pragmatics especially knowledge about conversational implicature to students who were majoring English. And also for students who want to make a conversation with foreigners.

Practically, the findings will be useful for English teachers who would like to use conversational implicature as teaching materials as well as to increase

knowledge on pragmatics. And then for other students and researchers who would like to conduct a more in depth research related to the study.



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