

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Human communicates one another and it is known as a conversation. Conversation is a natural product in communicating information between two or among persons. Levinson (1987) states that conversation may be taken to be that familiar predominant kind of talk in which two or more participants freely alternate in speaking, which generally occurs outside specific institutional settings like religious services, law courts, classrooms, etc.

Just as Levinson's statement above, the way of speakers and listeners speaking will be strongly influenced by the topic or subject (Hofmann, 1980). Ones' tradition contributes the way of people speak in the conversation, whether they speak clearly, wordy or indirectly (Rahardi, 2005). Getting other's trust in conversation, showing up the knowledge, avoiding confrontation and a deep evaluation are the reasons as well to make people speak differently (Yule, 1996). On the other side, speakers and listeners are also supposed to respond each other in their turn and exchange with the needed information that benefits both of them in the conversation (Crowley and Mitchell, 1994).

The previous explanations are found in natural conversation in daily life. There are still several setting of conversation in which the explanations above do not happen, for example, conversation in television and radio as the medium. Recently, television has been the greatest medium of communication.

Television as entertainment and information medium can also be used as a medium of education and social control for government. Different with the previous Order of Soeharto's Era, the television channel was only Televisi Republik Indonesia (TVRI). It broadcasted the government achievement as well. Having been allowed by government in early 1989, several private television stations or channels aired and broadcasted various programs. One of the programs is talk show, where sometimes functioning as control program for government or politic elites.

A talk show or known also as chat show is a program where one person (or group of people) will discuss various topics which are led by a talk show host (Timberg, 2002:5). Metro TV is an example of private television stations that concerns on current issues. It has some talk show programs, for example, is Mata Najwa. Each talk show always performs the interesting conversation between the interviewer and interviewees.

Actually, conversation is a natural product in which an interaction runs regularly between two participants or more to reach the goal. In conversation, pragmatic always arises where people often have different intention for what they have said literally and listener or interlocutors have to understand what actually speakers say or mean.

Conversation, even in talk show, will succeed depending upon the various speakers' approach toward the interaction. Generally, conversation has principle which makes speakers and listeners can understand what they are talking about. The principle is known as conversational principle. According to Rustono

(1999:51), conversational principle can be divided between cooperative principle and politeness principle. There is only one theory in cooperative principle proposed by Grice (1975). Meanwhile, according to Rustono (1999) in politeness principle, there are some theories used such as Lakoff, Brown and Levinson and Leech. Then in conversational principle, there is asset of rules in conversation including conversational implicature in order that the language users communicate effectively.

The way of people to make conversation works is known cooperative principle. Hence, Grice (1975) proposes four conversational implicature known as conversational maxims which involve in the pragmatic of natural language. These maxims are a way to explain the link between utterances and what is understood from them in order. The maxim are based on Grice's cooperative principle which states, "Make your conversational contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged," because speakers and listeners are to speak cooperatively and mutually one another. The principle describes how effective communication in conversation is achieved in common social situations and is further broken down into the four maxims, namely maxim of quality, quantity relevance and manner.

Both the speakers and listeners, however, sometimes are not cooperative; they break the rule of conversation or conversational maxims. The speakers and listeners are not informative as required (violate maxim of quantity), not truthful (violate maxim of quality), not relevant (violate maxim of relevance) and not brief

or ambiguous (violate maxim of manner). This is due to some factors, for example, the information cannot be caught properly, intention to lie, and deliberately for making jokes or humors.

The phenomenon of the conversational maxims also occurs in talk show as stated before that talk show always preforms the interesting conversation. Some of the interesting talk show programs broadcasted in Indonesian television channels are Indonesia Lawyer Club and Meja Bundar on TV One, Mata Najwa and Kick Andy on Metro TV, Hitam Putih and Bukan Empat Mata on Trans 7, Buka-Bukaan on RCTI, Ini Talk Show on NET TV, and still many others. These kinds of program contain a lot of conversation in delivering information.

In communicating each other, the casts (interviewees) in the talk show often obey the maxims by giving informative answer to what interviewer asks and violate them by giving uncooperative and complicated answers during the talk or interview. The example of this phenomenon can be seen in “Sentilan-Sentilun” program on Metro TV (episode: Mahkamah Konstitusi, October 2013).

A: *Kenalkan, ibu Khofifah Indarparawansyah. Mumpung ibu Khofifah datang ini, bagaimana sih pendapat ibu ya tentang tertangkapnya ketua MK? Karena kan bu Khofifah ini mengajukan gugatan kepada MK masalah kekalahan beliau dimana, di Jawa Timur. Jadi gimana bu kira-kira? (U1)*

(Introduce, Mrs. Khofifah Indarparawansyah. Fortunately, she is coming, what do you think about the MK chief arresting? Because you have proposed the lawsuit to MK for your failure in East Java General Election. So, what do you think?)

B: *Sebetulnya, di negeri ini memang keadilan mahal. Jangan berharap keadilan tegak dengan sendirinya dan keadilan memang harus ditegakkan meskipun misalnya konstitusi itu Undang Undang Dasar 1945 menyebutkan ada lembaga sedikit di bawah Mahkamah Akhirat. (U2)*

(Actually, the justice is expensive in this country. Do not hope the justice stands itself and the justice must be enforced even though the constitution, Undang Undang Dasar 1945 states that there is an institution under

Mahkamah Akhiraat.)

The responses of B in U2 violates maxim of relevance. A in U1 asks about the opinions of B about the chief of Mahkamah Konstitusi who had been arrested. B responds with other sentences which have no relevancies between U1 and U2. B's answer is violation in maxim of relevance and it can occur since B has reason not answering relevantly. It breaks the hope the interviewer and audiences to have the information.

The example above makes the study is conducted to discover whether the phenomena of conversational maxims occur in other a talk show. In relation to this, Mata Najwa Talk Show on Metro TV, with Najwa Shihab as the host, is observed because this program is one of the famous talk shows in Indonesia. It is proved that Mata Najwa Talk show on Metro TV is one of the nominations in Panasonic Gobel Awards in 2013 as the favorite talk show by polling of TV watchers. Mata Najwa Talk Show Program has succeeded to achieve several honors and appreciations nationally and internationally. In 2010, was nominated in The 15th Asian Television Awards for "Best Current Affair Program" category. In 2011, it got Dompot Dhuafa Award as inspiring talk show and also. Mata Najwa Talk Show Program is also has been 3 years to be "Most Recommended Brand" by SWA Magazine. In 2011 and 2014, it succeeded to achieve KPI Award as "Best Talk Show" category (<http://www.matanajwa.com/read/about>).

Mata Najwa Talk show on Metro TV is a great and investigative talk show program to reveal the truth in particular current issues. This program always has the invited guests who are competent, informant, and has a smart host, named

Najwa Shihab. This program always discusses crucial problem, current issue, and fact which become actual issue in Indonesia such as politics, economic issues, law enforcement, education, social phenomena and health issue. (<http://www.matanajwa.com/read/about>).

Therefore, based on the phenomena mention above, this study tries to find out the occurrence of conversational maxim whether interviewees obey or violate them during the interview in Mata Najwa Talk show on Metro TV.

1.2 The Problem of the Study

Based on the explanation given in the background, the problems of the study are formulated in the following questions:

1. What conversational maxims occur in Mata Najwa Talk Show Program with different topics and guests?
2. Why do the conversational maxims occur in Mata Najwa Talk Show Program?

1.3 The Objective of the Study

The objectives of the study can be described as follows:

1. To find out the types of conversational maxims occur in Mata Najwa Talk Show Program on Metro TV.
2. To find out the reason of obediences and violations of conversational maxims by interviewees in Mata Najwa Talk Show Program on Metro TV.

1.4 The Scope of the Study

As stated in the previous explanation that conversational maxims can occur not only in daily conversation but in the talk show on television as well. And this study attempts to investigate the conversational maxims in Mata Najwa Talk Show Program on Metro TV which are shown by the interviewees. The aspects to be observed are the occurrences of obediences and violations in conversational maxims proposed by Grice (1975).

1.5 The Significance of the Study

The findings of this study have two general significances, theoretical and practical significances.

Theoretically, the results of this study are useful for:

1. The enrichment of linguistic knowledge in the field of pragmatics especially in conversational maxims.
2. Development studies on cooperative principle about conversational implicature which is known as conversational maxims.

Practically, the results of this study are useful for:

1. As a reference for the university students who are interested in studying pragmatics and interested in conducting any further studies in conversational maxims.
2. For speakers and listeners in daily conversation. By obeying conversational maxims, they have an effective cooperation in communication. Then, they can create good understanding in daily communication.