

TABLE OF CONTENTS

Acknowledgement	i
Abstract	iii
Abstrak	iv
Table of Contents	v
List of Figure	ix
List of Table	x
List of Appendices	xii
List of Abbreviation	xiii
CHAPTER I INTRODUCTION	1
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	7
1.5 The Significance of the study	7
CHAPTER II REVIEW OF LITERATURE	8
2.1 Conversational Analysis (CA).....	8
2.2 Conversational Implicature.....	10
2.3 Conversational Maxims.....	11
2.3.1 Maxim of Quantity	12
2.3.2 Maxim of Quality	14
2.3.3 Maxim of Relevance	15
2.3.4 Maxim of Manner	17
2.4 Television Talk Show	19
2.4.1 The Nature of Talk Show	20
2.4.2 The Differences of Talk Show and Natural Conversations...	21
2.4.3 Factors Affecting Maxims in Natural Conversations	23
2.4.3.1 Particular topic	24
2.4.3.2 Different Culture and Tradition in Language.....	24

2.4.3.3 Getting Other's Trust.....	25
2.4.3.4 Showing up the Knowledge and Avoiding Confrontation.....	26
2.4.3.5 Avoiding a Deep Evaluation	27
2.4.4 Mata Najwa Talk Show.....	28
2.5 Relevant Studies	29
2.6 Conceptual Framework.....	30
CHAPTER III METHOD OF RESEARCH	32
3.1 Research Design.....	32
3.2 Data and Data Source.....	32
3.3 Technique of Data Collection	33
3.4 Technique of Data Analysis.....	34
3.5 Trustworthiness	35
CHAPTER IV DATA ANALYSIS, FINDINGS, AND DISCUSSIONS	37
4.1 Data Analysis	37
4.1.1. The Conversational Maxim Occurring in Mata Najwa Talk Show with Different Topics and Guests	37
4.1.1.1 Maxim of Quality Occurring in Talk Show with Different Topics	38
4.1.1.1.1 Talk Show with Topic of Politics	38
4.1.1.1.2 Talk Show with Topic of Law	40
4.1.1.1.3 Talk Show with Topic of Education	41
4.1.1.2 Maxim of Quantity Occurring in Talk Show with Different Topics.....	42
4.1.1.2.1 Talk Show with Topic of Politics	43
4.1.1.2.2 Talk Show with Topic of Law	44
4.1.1.2.3 Talk Show with Topic of Education	46
4.1.1.3 Maxim of Manner Occurring in Talk Show with Different Topics.....	47
4.1.1.3.1 Talk Show with Topic of Politics	48

4.1.1.3.2 Talk Show with Topic of Law	49
4.1.1.3.3 Talk Show with Topic of Education	50
4.1.1.4 Maxim of Relevance Occurring in Talk Show with Different Topics	51
4.1.1.4.1 Talk Show with Topic of Politics	51
4.1.1.4.2 Talk Show with Topic of Law	53
4.1.1.4.3 Talk Show with Topic of Education	54
4.1.1.5 Maxim of Quality Occurring in Talk Show with Different Guests	56
4.1.1.5.1 The Javanese Guest	56
4.1.1.5.2 The Makassar Guest	57
4.1.1.5.3 The Bataknese Guest	59
4.1.1.5.4 The Chinese Guest	60
4.1.1.6 Maxim of Quantity Occurring in Talk Show with Different Guests	61
4.1.1.6.1 The Javanese Guest	61
4.1.1.6.2 The Makassar Guest	63
4.1.1.6.3 The Bataknese Guest	65
4.1.1.6.4 The Chinese Guest	66
4.1.1.7 Maxim of Manner Occurring in Talk Show with Different Guests	68
4.1.1.7.1 The Javanese Guest	69
4.1.1.7.2 The Makassar Guest	70
4.1.1.7.3 The Bataknese Guest	71
4.1.1.7.4 The Chinese Guest	71
4.1.1.8 Maxim of Relevance Occurring in Talk Show with Different Guests	71
4.1.1.8.1 The Javanese Guest	71
4.1.1.8.2 The Makassar Guest	73
4.1.1.8.3 The Bataknese Guest	74
4.1.1.8.4 The Chinese Guest	76

4.1.2. The Reasons for the Occurrences of Conversational Maxims Occurring with Different Topics and Guests	77
4.1.2.1 Talk Show with Topic of Politics	82
4.1.2.2 Talk Show with Topic of Law	82
4.1.2.3 Talk Show with Topic of Education	83
4.1.2.4 Talk Show with the Javanese Guest	84
4.1.2.5 Talk Show with the Makassar Guest	84
4.1.2.6 Talk Show with the Bataknese Guest	85
4.1.2.7 Talk Show with the Chinese Guest	86
4.1 Findings	87
4.2 Discussions	89
4.2.1. The Language Attitude of the Guests in Answering Questions	90
4.2.2. Tendency To Hide Something or Not To Reveal Truly	90
4.2.3. Making A Joke or Humorous Answer	91
4.2.4. Using Metaphorical Words in Comparing or Using Language Features	91
4.2.5. The Issues of the Topic Itself	91
CHAPTER V CONCLUSIONS AND SUGGESTIONS	92
5.1 Conclusions	93
5.2 Suggestions	94
REFERENCES	95

