

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Nowadays various ways to convey aspirations and opinions of society whether through written, broadcast, spoken and so forth. However it needed language as a bridge to communicate. In a communication, the speaker and listener should understand each other. For this reason, Grice (1975) proposed the rules of cooperative principle. It realized in conversational maxims “ make your conversational contribution such as required at stage which it occurs by the accepted purpose or direction of talk exchange in which you are engaged”. This statement is known as maxim of quality, quantity, manner and relevance. According to Paltridge (2006) said that by following the cooperative principle, it will avoid some misunderstanding.

Nevertheless, in daily life Grice’s theory can not always be obeyed. It is done in various reasons why the speakers disobey. It may be created to show respect to the hearer, to create hyperbola and irony, to change a topic, to keep a secret and create a humour. (Cook, 1983 :31). In this line with Brown and Yule (1996) said that the reasons why the people can not follow the rule of cooperative principle such as to avoid a deep evaluation, get other’s trust in conversation, show up the knowledge and avoid confrontation. In other words that although in an interaction disobey the rules but it still runs well.

This phenomenon can also occur in a formal discussion like a talk show. A Talk Show is the most popular in the world to share everything especially in Indonesia such as Indonesia Lawyers Club (ILC) TalkShow on Tv One, Mata Najwa TalkShow on Metro TV, and so on. In a talk show program is lead by a interviewer and one or more invited guests as interviewees. The interviewees did not always response the interviwer’s question

directly or seriously or not answer it at all. It means that the rules of cooperative principle did not always fulfill fully.

“Polemik” is a talk show program which is live by Sindo Radio always discusses the hot issue such as education, politics, sport, social, etc. that spreading in Indonesia comprehensively and exclusively by practitioners, observers, academics, professionals. “Polemik” talk show is one of famous programs as the innovation program winner 2013 and the best radio program versus Indonesia Journalists Association. (www.sindotrijaya.com). The interviewees of ‘Polemik’ talkshow speak to convey their ideas and fact however they potentially violate the cooperative principle. Grice’s account that conversational implicature is caused breaking the conversational maxims. It means that the implicature will appear when the utterances of the speakers violate one or more of the conversational maxims. It can be seen in one of dialogues which has conversational maxim taken from the talk show :

(1) H : *Bagaimana Anda menerbitkan tabloid ini?*

S : *Saya kenal margareth sudah lama ,teman saya sama sama di majalah tempo tahun98 ,ya mungkin saya dulu disebut anak nakal, bukan anak yang baik.satu pembicaraan yang lain Karena itu mengapa saya memakai baju ini, karena saya berhubungan dengan stakeholder atau pemangku kepentingan Jakarta. Saya pemillik KTP Jakarta asli. Saya pernah kerja di DKI ketika Jokowi jadi gubernur. Kembali ke laptop... (“Hitam Putih Kampanye”episode, 14 June 2014).*

(I knew margreth so long, she was my friend who worked at Tempo Magazine in 1998, yeah, maybe I was named a naughty man, not a good man. Another speaking. Because of it, why I was wearing this uniform, because this related to stakeholder or an important worker at Jakarta. I have an original identification card Jakarta. I ever worked at DKI when Jokowi would be a governor . Back to Laptop..)

Those utterances violate the conversational maxim that the speaker said too much information. To answer the host’s question, he answered firstly not relevant. His statement implicated that he wants to tell how his story life before he produced the tabloid. So he

violated the quantity and relevant maxims as well. Besides, he violated since he used the word 'back to laptop'. It is ambiguous meaning. The word "laptop" is one of technology media. But in this case, "back to laptop" implicated that S will focus again to topic discussion because before he told irrelevantly. In this way, S violated the maxim of manner.

The example above represents that in a formal situation like a talk show occurred breaking Grice's law about conversational maxims. Therefore this study tries to find out the conversational implicatures related to violating the conversational maxims during the interview in 'Polemik' Talk Show Program on Sindo Radio.

The Problems of the Study

In relation to the background, the problems are formulated as the following.

- 1) What conversational maxim violations are caused conversational implicatures in 'Polemik' Talk Show Program ?
- 2) Why do they use implicature the way they do ?

1.3 The Objectives of the Study

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

- 1) to identify violating the conversational maxims are caused conversational implicatures in 'Polemik' Talk Show Program.
- 2) to find out the reasons why the interviewees used the implicature in "Polemik" Talk Show Program.

1.4 The Scope of the Study

As the previous explanation that conversational implicature not only found in daily life but also in formal situation like in talkshow. Therefore this study attempts to observe the process of conversational implicatures which are shown only by the

interviewees in 'Polemik' Talk Show on Sindo Radio. The aspects are investigated by applying Grice's (1975).

1.5 The Significances of the Study

It is expected that findings of the study to be significantly relevant theoretically and practically. Theoretically, they are useful for the enrichment of linguistic knowledge of the conversational implicature especially violating conversational maxims in different topics. To enrich the application of pragmatics on the phenomena that occur around us which consists of many subjects including social, economic, etc.

Practically, the result of this study is useful for as a reference for the university students who interested to study the conversational implicature. As the guiding information for the host and informant to comply the cooperative principle during communication.

