CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Conversation is one pivotal part of human communication that is used to deliver information between speaker and listener and allowed them to synchronize a wide range of action with others. It means that conversation allows us to share information, express opinions, create and support social relationship, and persuade others. For example, in workplace settings, conversation is used by employees to make plans, exchange ideas, make decisions, and evaluate products. In school settings, conversation is used for sharing, exposure to new information, and stimulating creativity work (Rocci, 2008).

Conversation may also be mediated such as when electronic technology is used for speech or text (Brennan, 2010). It means that conversation is not only happened naturally but also can be mediated through some electronic technology as media of communication such as television, radio, and etc. The greatest medium that is widely used as the medium of communication and can be found almost in all society is television.

Net TV is one of the latest private television stations which also broadcast various programs such as news, sports, music, talk show, and etc. It broadcasts

some talk show programs such as *Ini* Talk Show, Sarah Sechan, Tonight Show, *Satu Indonesia*, etc.

Satu Indonesia is a talk show program which is aired on Sundays at11.30 p.m. The talk show is chosen to be the source of data in this study due to some reasons. First, the talk show is familiar and always discusses hot issues related to politics, economics, and social. It is proved by winning *Asian TV Awards*. Second, the guests who are invited in talk show are famous and professional in their field such as politicians, practitioners, and academicians. Last, talk show is mostly viewed by society in Indonesia.

In talk show, conversation also incorporates topic nomination, turn taking, negotiation of meaning, etc (Markee & Kasper, 2004). In negotiation of meaning, speaker and listener try to construct meaningful conversation. To be meaningful, conversation is guided by a spirit of cooperation as what the language philosopher H.P. Grice has termed as conversational maxims which consist of maxim of quantity, quality, relevant, and manner. These conversational maxims are the principles for speaker and listener to show their cooperation by giving appropriate contribution in their conversation. When appropriate contributions are given in the conversation, obedience of conversational maxim is occurred.

However, people do not always obey Grice maxims in their conversation. The disobediences of Grice maxims are known as violations which is the condition where the speakers do not purposefully fulfill certain maxims (Tupan & Natalia, 2008). The speaker and listener violated the maxim of quantity where they are not

informative as required, violate the maxim of quality where they are not truthful, violated maxim of relevance where they are become irrelevance, and violated maxim of manner where they are become umbiguous. Violations of conversational maxims contain implicature. Violations of conversational maxims in politics, economics, and social topics can be seen in the examples below.

MA : *Yang namanya pengabdian sebagai menteri ternyata ada umurnya juga pak. Kalo kita lihat misalnya pak GW. Beliau memilih mundur sebagai menteri dan fokus ikut konvensi demokrat. Bapak termasuk yang pro atau yang kontra?*

'What we call devotion as minister also has limit. We can see Mr. GW for example. He chooses to resign as minister and focus to participate in the convention of demokrat. You are in pro or contra?'

HR : *Orang mempunyai pilihan –pilihan sebagaimana saya juga memiliki pilihan. **Barangkali** untuk pak gita itu yang terbaik. Beda-beda mbak dan bukan berarti dalam perbedaan itu ada yang salah ada yang benar. Ini soal prinsip.*

'People have choices as I also have choice. Perhaps for Mr. Gita, that is the best. It is different and it does not mean in the diference that is wrong or right. This is a matter of principle'

(episode:Net-HR)

In answering the question from the host (MA), the guest (HR) violate maxim of quality as HR conveys information with lack of evidence by using word "*barangkali*" which is similar to "perhaps" or " possibly" in English. It can be seen that HR does not surely conveys whether he supports or refuses GW resign from minister as one of the choices is not chosen by the guest. Quality maxim violation is found in politic topics.

M :*Tapi ada batas nggak pak Ci kira-kira? Habis kalo misalnya kita orang Jakarta. Ya ampun pak dari Jakarta timur, utara, barat, pusat, semuanya itu penuh mall. Ada nggak sih batasan dimana ini udah cukup? kalo nggak overload.*

'But, is there any limit Mr. Ci? For example, for Jakarta people start from east, north, west, and central Jakarta are full of mall. Is there any limit when this is enough? If it is not, it will be overload.'

C   :*Prinsipnya market ekonomi. Market yg menentukan. Anda sekarang berbelanja, anda kan mencari yang terbaik. Anda kan nggak bisa dipaksa. Harus ada keseimbanganlah. Dengan jalan keseimbangan itu kita bertumbuh bersama. Seperti begini, orang Indonesia berteriak perumahan rakyat tidak ada. Hanya bangunan mewah. Nah tugas perumahan rakyat itu tugas siapa?*

'The principle is market. It depends on market. You are now shopping, you will find the best. You cannot be forced. There must be balance. With this balance, we grow together. For example, Indonesian people shouts for having no public housing. Only Luxury residence. Who is responsible for public housing?'

(episode: Net-Ciputra)

In answering the question from the host (MA), the guest (C) violates maxim of relevance as he conveys information unmatched with the questions being asked. It can be seen as C talks about public residence when he is asked about overload supermarket building. Relevance maxims violation is found in economy topic.

MA   :*Ibu juga adalah salah satu orang yang nggak mau kota Surabaya dibanjiri papan reklame sampai ada orang yang nggak senang sama ibu. Mungkin mereka dirugikan sampai akhirnya mereka mengatakan kita makzulkan aja ini si TR. Tanggapan ibu tentang papan reklame dan pemakzulan ini?*

'You are one of those who do not want Surabaya full of billboard that make some people dislike you. Perhaps, they felt disadvantage and they say we will depose TR. What is your response for this impeachment?'

TR   :*Sebetulnya saya melihat selama ini ada cost yang diterima seseorang. Itu dari reklame, gitu kan. Saya kepingin cost yang diterima seseorang itu di kembalikan ke pemerintah kota dengan demikian saya bisa bangun. Gitu maksud saya.kemudian kedua masalah wajah kota, kalo itu disusun rapi, reklame itu bisa jadi indah sebetulnya. Kalo kita bisa kompromi untuk menata kota,saya yakin itu bisa menjadi sesuatu yang indah.*

'Actually, I see there has been cost accepted by someone. It is from billboard, isn't it? I want cost accepted by someone is returned to the government. Then, I can build. That's what I mean. Second problem is the face of the city. If it is arranged tidily, billboard can be beautiful actually. If we can compromise to organize the city, I'm sure that it could be something beautiful'

(episode:Net- TR)

In answering the question from the host (MA), the guest (TR) violate maxim of manner as it is unclear who is " *seseorang*" (someone who accept the cost). Violation of manner maxim is found in social topics. Those phenomena above have shown that conversational maxim violations potentially occurred in *Satu Indonesia* talk show.

In regarding to the explanations above, this study is aimed at describing the occurrence of conversational maxim violations in *Satu Indonesia* Talk Show on Net TV.

1.2 The Problems of the Study

In line with the background of the study, the problems of the study are formulated as the following.

(1) What types of conversational maxim violations occur in *Satu Indonesia* Talk Show Program on Net TV?

(2) How are the conversational maxim violations realized in *Satu Indonesia* Talk Show Program on Net TV?

(3) Why are the conversational maxim violations realized in the way they are?

1.3 The Objectives of the Study

The overall objectives of the study can be described as the following.

(1) To find out the types of conversational maxim violations occurred in *Satu Indonesia* Talk Show Program on Net TV.

(2) To find out realization of conversational maxim violations in *Satu Indonesia* Talk Show Program on Net TV.

(3) To find out the reasons for realization of conversational maxim violations in *Satu Indonesia* Talk show Program on Net TV.

1.4 The Scope of the Study

With reference to previous explanation, conversational maxims not only take place in daily conversation but also in the talk show on television. This study attempts to investigate the conversational maxim violations in *Satu Indonesia* talk show on Net TV which shown the conversation between host and guest. The aspects will be observed are the occurrences of conversational maxim violations in *Satu Indonesia* talk show on Net TV with conversational maxims proposed by Grice (1975).

1.5 The Significances of the Study

The findings of the study are expected to be useful and relevant theoretically and practically. Theoretically, the results of this study are useful for

(1) the enrichment of linguistic knowledge in the field of pragmatics especially in conversational maxims, and

(2) to widen horizon in the theory of pragmatics especially in conversational maxims.

Practically, the results of this study are useful for

(1) as a reference for other researchers who are interested in conducting researches or any further studies in pragmatics area especially conversational maxims,

(2) speaker and listener in understanding implied meaning behind conversational maxim violations in order to be successful in exchanging information, building harmonious communication, and creating good relationship in daily communication, and

(3) television talk shows to be selective in broadcasting programs contained conversational maxims violations when discussing various topics as talk shows are the most popular and influential forms of television programming for society.