

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

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. It is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behavior between two or a group of person. Communication is one of the essential aspects which cannot be separated from human beings.

One means of communication is language. So, language is one system of communication which enables human to cooperate. People cannot do the interaction and understand each other without language. We use language to inform people around us 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 is a two-way street, with the recipient of the message playing a role as important as the sender. Therefore, both speaking and listening are 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. In every interaction that happens in society, communication is the basis of formation of successful human societies. Communication is a bridge among people. Our relationship, whether it is thrive or wither depending on the quality of the communication that serves them.

The writer realizes that communication is effective if the purpose of the communication can be gained well, both speaker and hearer have the same perception of the thing they are talking about. Sometimes people fail in their communication because they cannot catch what others say in their words or utterances that may lead people to misunderstanding or misinterpretation with others. The understanding of the utterances semantically is not enough because the messages are not only conveyed directly but also implicitly. Look at the example below, the conversation between a man and his lover:

*Frank: Ice cream?*

*Chris: There must be 20.000 calories there.*

We will not catch what exactly Chris intends if we do not have a background knowledge about ice cream and its calories. The assumption that we can interpret from the Chris statement is that she is on diet so she always counting the calories of food that she wants to eat. So the implication is she refuses the Frank's offering. The event like the example above is happened frequently in our daily life especially when we speak to the foreigners because they frequently use hinted answers in their conversation. We will raise a misperception if we do not catch the additional conveyed meaning from the utterances. This is what Grice called as conversational implicature.

Conversational implicature was proposed by Grice in 1975. Implicature is additional conveyed meaning. The concept of implicature is needed to interpret what the speaker suggests or means which is different with what he said. 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. According to him, there are two types of conversational implicature, they are generalized implicature and particularized implicature. To get the conveyed meaning which is suggested implicitly, both speaker and recipient must have the same background knowledge in which they are involved.

As the implicature leading to meaning, when they are occurred, the meaning will not be clear. The gap will be happened when the meaning is deceptive or when the listener cannot get the idea directly from the speaker's utterance. So, the understanding of implicature is needed absolutely to understand the implicit meaning in utterances. This way attracted the writer's eagerness in doing the research about conversational implicature.

According to Sedivy (2007:476), Grice never explicitly connected his ideas to theories of real-time language production and processing. Consider to this relevance study, this research intends to apply the Grice theory about conversational implicature in real conversation through the utterances in the talk show.

Another relevance study, Irma's thesis (2012) entitled "An Analysis of Conversational Implicature in *Smart FM's Radio Talk Show*" also one of the inspiring research to this further research. This study discovers that the two types of conversational implicature were occurred in the talk show and the most dominant implicature was Generalized Conversational Implicature.

To distinguish this paper with the previous researchers above, this research deals with the studying of the two types of conversational implicature that used by

the interviewees in *Face2Face with Desi Anwar* talk show then to find out the implication of the most dominant implicature that is used in the talk show. This exclusive program interviews the prominent figures and personalities around the world, such as presidents from many countries, prime ministers or many prominent figures who have a great image and reputation. In this case, the types of conversational implicatures that used by the interviewees are important to be analyzed so that the listeners may get the message or the meaning of their utterances. This is becoming the motive to this research because they are the inspiring people in which people catch much inspiration from their statement and their life story.

The writer chooses a talk show to represent the utterances that are usually used in people life as the object of research. Talk show is one of television or radio programming 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 or their spiritual experience.

One of the exclusive and high class talk shows in Indonesian Television programs is *Face2Face with Desi Anwar*. It is a talk show hosted by Desi Anwar, senior journalist of Metro TV. It is exclusive because this program interviews the prominent figures and personalities around the world, such as presidents from many countries, prime ministers or many prominent figures who have a great image and reputation. Desi Anwar interviews them in many aspects, from their personality, spirituality, global and political issues until bilateral aspect with Indonesia. The famous figures from around the world who are interviewed in this

talk show raise the writer eagerness to analyze their pragmatic language. So the researcher chooses four episodes which present the international figures who give the contribution to the development of Indonesia for instance its education, health, business, or even Indonesian culture.

In this case, the writer wishes to find out the types of conversational implicature that used by the interviewees so that the listeners may get the message or the meaning of their utterances. This is becoming the motive to the writer to conduct this research because they are the inspiring people in which people catch much inspiration from their statement and their life story. These figures are famous for their pragmatic language. They usually use implicature when they speak and that is the reason that encourages the writer in doing a study on the conversational implicature. The writer also wants to study whether the conversational implicature theory is also applicable towards this talk show.

The fact that figures who are interviewed in this talk show are prominent and inspiring people from around the world raises the writer's eagerness in analyzing their utterances based on conversational implicature. English that they use as lingua franca facilitate the writer to analyze the implicature. Those facts raise the writer eagerness to give input to the enlargement of the study of conversational implicature.

## **B. The Problems of the Study**

1. What types of conversational implicature are found in *Face2Face with Desi Anwar*?
2. What is the most dominant conversational implicature that used by interviewee in *Face2Face with Desi Anwar*?
3. What is the implication of the most dominant implicature which is found in *Face2Face with Desi Anwar*?

## **C. The Objectives of the Study**

The objectives of this study are:

- 1) to find out the types of conversational implicature that is used in *Face2Face with Desi Anwar*.
- 2) to find out the most dominant type of conversational implicature that is used in *Face2Face with Desi Anwar*.
- 3) to find out the implication of the most dominant implicature that is used in *Face2Face with Desi Anwar*.

## **D. The Scope of the Study**

The writer focuses this study on the scope of conversational implicature types in *Face2Face with Desi Anwar* talk show. As previously mentioned, *Face2Face with Desi Anwar* is one of the Metro TV's top program. The study is limited to the purpose of finding out the types of conversational implicature that used by the interviewees. The writer does not put the cultural, social, and other factors into account because as a descriptive research, the writer only describe the

types of conversational implicature of the interviewees' utterances, neglecting other aspects of utterances.

The data are limited by take the data from four episodes of *Face2Face with Desi Anwar*'s talk show. They are *Face2Face with Desi Anwar* episode Robin Lim, *Face2Face with Desi Anwar* episode Tony Fernandes, *Face2Face with Desi Anwar* episode John H. McGlynn, and the last *Face2Face with Desi Anwar* episode Kal Muller.

#### **E. The Significance of the Study**

Theoretically, the findings of the study are expected to give information and knowledge to students and viewers about conversational implicature. This study is expected to enrich the knowledge of pragmatics and be useful for the viewers and those who would like to know more about conversational implicature, especially students who are majoring English and interested in analyzing language on TV.

Practically, the findings of this study also expected to be useful for English teachers who want to use conversational implicature as the materials for teaching pragmatics and to expand knowledge on pragmatics. And the students are familiar with and interested to conduct a further research in mass media. By knowing the conversational implicature, the students can understand the implicit meaning in a conversation. It will be very useful when the students meet the foreigners as they usually use implicature in mostly of their utterances.