CHAPTER I
INTRODUCTION

A. The Background of the Study

Language is a communication where human can behave that has purpose to perform a behavioural act. Clark (1977: 3) states that language stands at the centre of human affairs, from the most prosaic to the most profound. It means that language is very important in life and was the power that are used as mean of thinking, understanding, and expressing thoughts and feelings in the community. As the tool of communication, language plays a very important role in conversation as a social interaction instrument among people. Conversation is being done to communicate something in which two or more participants; speaker(s) and listener(s). Speaker's utterance then is interpreted by the listener, both of them produce and exchange meaning. How the listeners interpret the meaning is determined by the speaker's expression. People always use the mass media as a communications as well as exchange information that can be read or listen anytime and anywhere using the media, especially radio in talk show.

Mass media is a public consumption, which the public can hear, see and read. Radio is a part of such mass media besides television and newspaper from which people like to gain information. Levin (1987: 161) states radio is medium of instant communication that can motivate people to action. *Smart FM* radio is one of the radio that has many talk show with the more priorities to the information and news.

1

Smart Fm in broadcasting fill about 70 percent is news, 30 percent is the songs and musical interludes. Talk show that aired in the Smart Fm are *Smart Business Talk, Smart Motivation, Smart Ethos, Smart Physiotherapy, Smart Character, Smart Emotion.*

Pragmatics is the study of speaker meaning, Yule (1996: 3). This study is concerned with meaning as communicated by speaker (or writer) and interpreted by a listener (or reader), and it has more to do with the analysis of what people mean by their utterances. The ability of Pragmatics is to communicate more than what is explicitly stated. Pragmatics is divided into Deixis, Reference, Presupposition, Conversational Implicature and Speech acts. This study is focused in conversational implicature that is found in formal conversation such as interview.

Conversational Implicature is a message that is not found in the plain sense of the sentence. The hearer should be able to infer the message in the utterance by appealing to the rules governing successful conversation interaction. Levinson (1983) states that conversational implicature is essentially connected with certain general features of discourse, and the general features of discourse arise from the fact that if our talk exchanges are to be rational, they must consist of utterances that in some ways connected to each other.

Example:

Shinta : Maria did you know about BBM and KTT Asean issue?

Maria : i know BBM

When we are looking what Maria's response, Shinta has to assume that Maria not unaware and she didn't know about issue of KTT Asean, because if Maria knows about that issue, she would say so.

This study that used the Conversational Implicature theory is in column of interview of *Tempo Magazine* (Elfrida Masdelina, 2005). In column Tempo Magazine, the writer shows us a lot of conversational implicature in dialogue in the form of print media. In this thesis the writer explains the types of maxim and conversational implicature and then the writer in her thesis combines conversational implicature with maxim. In which the writer analyzes the conversational implicature, after that the writer analyzes the meaning implicit in to the types of maxim. After analyzing the data, the writer found that the dominant of conversational implicature and the dominant impact of maxim in conversational implicature in column interview of Tempo Magazine. The writer found that the dominant conversational implicature that used in the column interview in Tempo Magazine is generalized conversational implicature, with the impact of maxim in that column interview in Tempo Magazine is maxim of quantity.

This study focuses on the wording of Smart Fm talk show, where business and life's information are famous for their pragmatics language, especially implicature. The writer is interested to discuss this study, because conversational implicature make us to infer what people talk especially in radio talk show. This study is intended to discover the types of conversational implicature used by the interviewees. To analyze the implicature talk show, the Conversational

Implicature Theory by George Yule (1996) is chosen. Because Yule (1996:40) states that the listener should be able to infer the message in the utterance by appealing to the rules governing successful conversation interaction. For the reason, conversational implicature is always invites us to find out the meanings that cannot be uttered by the speaker in a way to understand the types of conversational implicature in advance.

B. The Problem of the Study

Based on the background presented, the problem of the study can be formulated as follows:

1. What types of conversational implicature are found in *SmartFm's Radio Talk Shows*?

2. What is the dominant conversational implicature in *SmartFm's Radio Talk Shows*?

3. What is the cause of the dominant implicature which is found in *SmartFm's Radio Talk Shows*?

C. The Scope of the Study

The scope of the study is focused on the types of conversational implicature as found in *Smart Fm's Talk Shows*. As previously, mentioned *Smart Fm's Talk Shows* are one of the radio's business programs in Medan. It discusses some events of ethos, character, emotion and physiotherapy issues in a week. The data are taken from a month editions of *Smart Fm's Talk Shows* which

broadcasted in April 2012, they are *Smart Physiotherapy "Cartapanal Syndrom"* (April 3rd 2012), *Smart Character "Persuasion Skill"* (April 11th 2012), *Smart Emotion "EQ and NLP"* (April 19th 2012), *Smart Ethos "The Ethos Leadership"* (April 24th 2012).

D. The Objective of the Study

The objectives of this study are:

1. to discover the types of conversational implicature that is used in *Smart Fm's Talk Shows*.

2. to discover the dominant type of conversational implicature that is used in *Smart Fm's Talk Shows*.

3. to discover the cause of the dominant implicature that is used in *Smart Fm's Talk Shows*.s
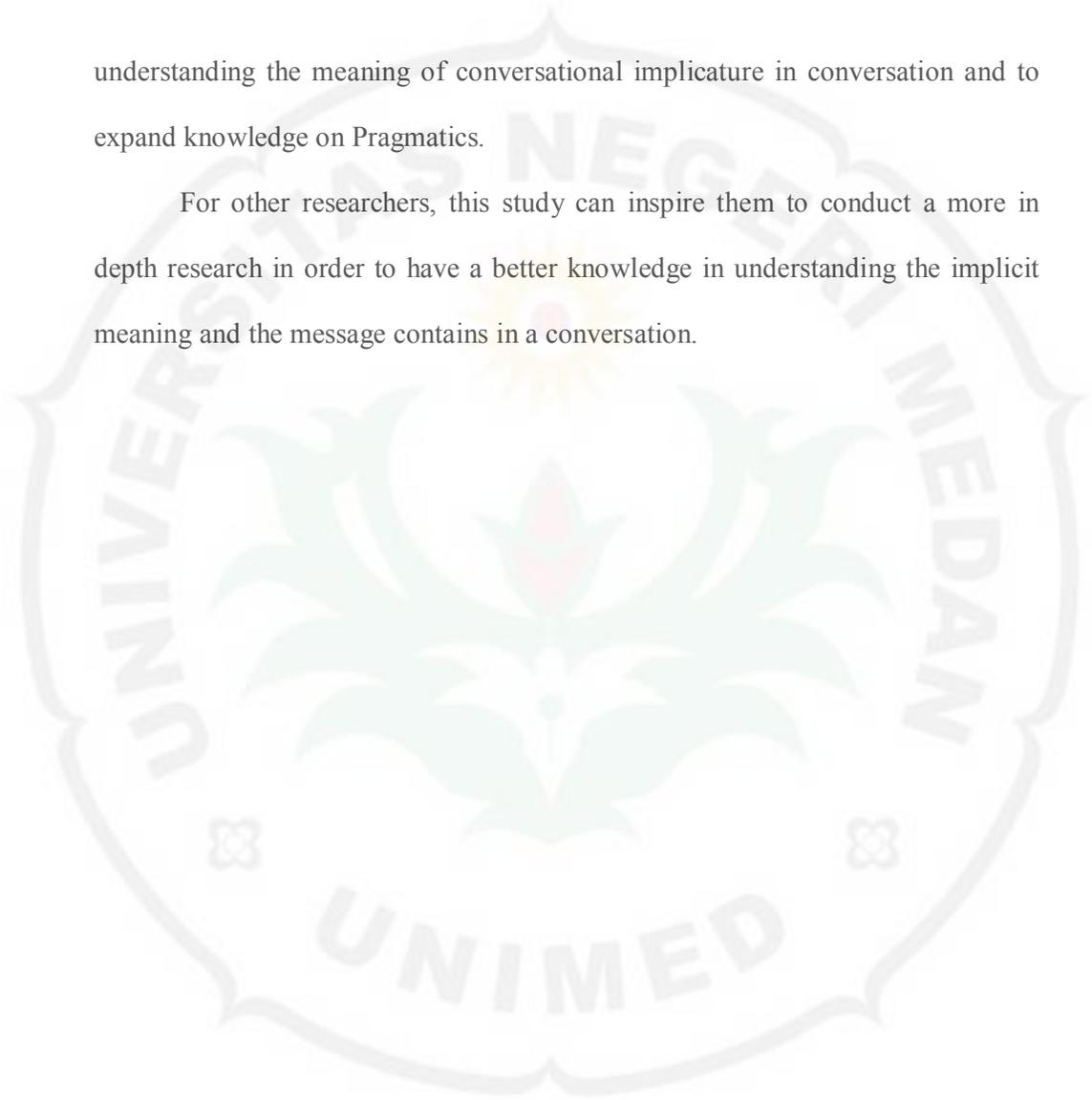
E. The Significance of the Study

In this case, the findings of the study are expected to be useful for the listeners and those who would like to know more about conversational implicature, especially, students who are majoring English and interested in analyzing language on radio. By knowing the types of conversational implicature, the students can understand the implicit meaning when they have a conversation.

In theoretic, the findings of the study are expected to give information and knowledge to students and listeners about conversational implicature. At least, the students are familiar with and interested in mass media. This study also expected to be useful for English teachers, as a teaching material to be used in

understanding the meaning of conversational implicature in conversation and to expand knowledge on Pragmatics.

For other researchers, this study can inspire them to conduct a more in depth research in order to have a better knowledge in understanding the implicit meaning and the message contains in a conversation.