

CHAPTER I

INTRODUCTION

1.1 The Background of Study

Conversation is a natural product in communicating information between two or more persons involved. In phenomenon pragmatics always works. In conversation, what speaker literally says, sometimes, is different from what they actually mean. So, the hearer should be able to understand what a speaker means if he says something implicitly. To understand what the speaker says, there is a set of rules including conversational maxims in order to make language users to do the effective communication.

The success of a conversation depends upon the various speakers' approach to the interaction. The way in which people try to make conversations work is sometimes called the cooperative principle. It can be understood partly by noting those people who are not capable of making the conversation work. It may also sometimes found deliberately useful to infringe or disregard as when we receive an unwelcome call from a telephone salesperson, or where we are being interviewed by a police officer on suspicion of some terrible crime.

In conversation, sometimes both the speaker and the hearer are uncooperative. This is because of some factors, such as they can not catch the information properly from their partner in conversation and sometimes they have an intention to lie or hide the truth.

In communicating information, sometimes speakers do not give the brief information and make the hearers confused to catch the point of information. This phenomenon is assumed also happens in talk shows. The interviewer is always found to the point in delivering questions. But, there is no guarantee if the interviewees will answer the questions briefly. Sometimes, they describe the answer in complicated way. This will make the audiences confused and can not catch the essential of the answer.

Therefore, philosopher Grice (1971) proposes four conversational maxims that involve in the pragmatics of natural language. These maxims are a way to explain the link between utterances and what is understood from them in order. The maxims are based on his cooperative principle, which states, 'Make your conversational contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged,' and is so called because listeners and speakers must speak cooperatively and mutually accept one another to be understood in a particular way. The principle describes how effective communication in conversation is achieved in common social situations and is further broken down into the four Maxims, namely Maxims of Quality, Quantity, Relevance and Manner.

Grice (1971) suggests the four conversational maxims govern that cooperation in conversation is based on speakers and hearers using the following guidelines to interpret the inferences necessary to make sense of conversation. But, they sometimes break the rule of conversation, in this case conversational maxim. In conversing, they sometimes are not informative as required (disobey maxim of

quantity), not truthful (disobey maxim of quality), not relevant (disobey maxim of relation), and not brief or ambiguous (disobey maxim of manner). This can cause ineffective and uninformative communication.

The phenomenon of the conversational maxims also occurs in talk show. Today, talk show programs spread in many Indonesian television channels, for example “Bukan Empat Mata” on TV7, Just Alvin, and Kick Andy on Metro TV, “Rosy” in Global TV. These kinds of program of course contain a lot of conversation in communicating information. A **talk show** or **chat show** is a television or radio program where one person (or group of people) will discuss various topics put forth by a talk show host. In communicating each other, the casts (interviewees) in the talk show often obey the maxims by giving informative answer to what interviewer asks and violate them by giving uncooperative and complicated answers during the talk or interview. The example of this phenomenon can be seen in “Bukan Empat Mata” talk show by Tukul Arwana as the host and Yuni Shara-Raffi Ahmad as the guests. In one episode about Jakarta Anniversary (June, 2010). Tukul asked Yuni:

Tukul : *Apa sih perbedaannya di Jakarta dengan kampung kalian?*

Yuni : *Ya jelas beda lah ya. Dari segala macam. Jadi jakarta itu sangat menghipnotis orang-orang urban, orang desa untuk datang. Selain karena gedungnya yg tinggi, menciptakan lapangan pekerjaan. Jadi banyak impian tentang kota jakarta. Kayak saya ini ya udah 26 tahun tinggal di jakarta. Pertama kali tinggal, saya shock. Tinggal di gang sempit, pergi harus naik bus, kehidupan sulit lah di Jakarta.*

In this conversation, Yuni did not answer the question at all. She did not describe the differences between Jakarta and her hometown since she just

explained the reason why urban people come to Jakarta and her experience of living in Jakarta. There is no relevancy between the question and her answer. So, in this way, she violated the maxim of relevance. This violation will cause the information is not well delivered to the audiences of the talk show. It makes them confused to extract the relevancy between the question and the answer. It will break the hope the interviewer and audiences to have the information. On the other hand, the interviewee obeys the conversational maxims, the cooperative communication will be built smoothly.

The example above makes the researcher curious to discover whether the phenomena of conversational maxims occur in other talk show. In relation to this, the researcher is interested in observing Kick Andy Talk Show on Metro TV with Andy F. Noya as the host, because this program is one of the famous talk shows in Indonesia. It is proved by Panasonic Awards in 2009 that Kick Andy was honored as the favorite talk show by audience-polling. The researcher would like to find out the occurrence of conversational maxim whether interviewees obey or disobey them during the interview in Kick Andy Talk show. In this case, there are three episodes to be analyzed.

1.2 The Research Problems of the Study

In accordance with the background of the study, the problems of the study are formulated as follows:

1. What conversational maxims occur in Kick Andy Talk Show Program on Metro TV in its three episodes?

2. What is the difference between the three episodes of Kick Andy Talk Show Program on Metro TV?
3. Why are the conversational maxims obeyed or violated by the interviewees in Kick Andy Talk Show Program on Metro TV?

1.3 The Objectives of the Study

The objectives of study can be described as follows:

1. To find out the conversational maxims occur in Kick Andy Talk Show Program on Metro TV
2. To find out the difference between three episodes of Kick Andy Talk Show Program on Metro TV
3. To find out the reason of obedience and violation of conversational maxims by the interviewees in Kick Andy Talk Show Program on Metro TV

1.4 The Scope of the Study

Conversational maxims occur not only in daily conversation, but also in the interview program on television. The study is limited only in observing the Conversational Maxims during the conversation of Kick Andy Talk Show program on Metro TV.

1.5 Significance of the Study

The findings of this study have two general significances, theoretical and practical significances.

Theoretically, the results of this study are useful for:

1. the enrichment of knowledge for the university students who are interested in studying pragmatics especially in conversational maxims
2. Those who want to carry out further study on conversational maxims

Practically, the results of this study are useful for:

1. Interviewees and interviewers as a leading information to obey the rules of conversational maxims during the interview
2. Speakers and hearers for having an effective cooperation in daily communication