

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Pragmatics is one branch of linguistics that studies language (Levinson, 1983). Pragmatics is a study of the meaning of utterances related to the contexts which involve how a speaker produces an utterance to deliver their intention and how others interpret it. Pragmatics is the study of the use of language in communication (Levinson, 1983). The conversation is one aspect of language that is discussed using the theory of pragmatics. The conversational style and preference structure are the topics in conversation analyzed in this research.

The conversational style is not something extra or fancy, as if some people speak with style and others speak plainly. Everything that is said must be said in some ways, and that way is a style (Tannen, 2005). She stated that conversational styles are divided into two kinds, namely high-involvement style and high-considerateness styles. A high-involvement style is a conversational style when the person who is involved is very energetic, dominant, and develops the dialogue at a very fast speed. A high-considerateness style is a style when people wait for the other to finish their thought before responding and take more time to do that.

The next concern of this study was about preference structure. Preference structure is an expectation of the first speaker to get acceptance from the second speaker by making a request (Levinson, 1983). Positive responses such as acceptances, granting, and agreements will be categorized as preferred responses while negative responses such as rejections, declining, and disagreements will be categorized as dispreferred responses. The researcher chose theories from Deborah Tannen and Levinson because they give the general types from conversational style and preference structure that easier to understand. These two topics were discussed in the talk show or conversation between two public figures in Indonesia on one of the social media platform, that is YouTube.

The presence of YouTube as the most popular social media platform has become the distinctive attractiveness of online communication media. YouTube has become the third most visited website in the world (Alexa, 2011). There are so many contents that we can find on YouTube, such as podcasts, daily & travel vlogs, beauty & makeup, music, review & unboxing, and gaming channel (Eric, 2020).

This phenomenon was interested to be investigated in some aspects, such as the way the host interviewing the guest star and the way the guest star in responding to the question from the host through conversation. The listener or second speaker can respond when they have understood the question from the first speaker. The different thing from this research was about Anies Baswedan as the guest star who is the famous governor in

Jakarta and Deddy Corbuzier as one of the phenomenal hosts in Indonesia, so it becomes very attractive to see both of them having a conversation. Different from the previous studies that analyze conversational style and preference structure mostly through TV talk show. Related to the conversation between the host and the guest star above, this study was aimed to investigate the conversational style and preference structure in YouTube Podcast content from Deddy Corbuzier's YouTube Channel. This study used the theory from Tannen (2005) about conversational style and theory from Levinson (1983) about the preferred structure.

The researcher chose Deddy Corbuzier's YouTube Channel, especially in podcast content. A podcast is a new form- content where the host and the guest star sit at the same table and talk face to face using a podcast-style microphone and headset. This is also categorized as well-known channel, it is supported by the track record of this channel with always invite the classy guest star, such as governor, minister, great musician, and other high achievers. One of those great people is Anies Baswedan who is the subject of this research. Anies Baswedan is fifty-one- years -old man, an Indonesian academic, activist, and politician who currently serves as the [Governor of Jakarta](#). His leadership, the way he solves various issues and problems, until the way he speaks is noticed by people. Deddy Corbuzier invited him to discuss controversial things that became a trending topic in public and get the solution or the clarification from the issues. So to build a good conversation Deddy Corbuzier as the

host has to use a good conversational style until Anies Baswedan as the guest star willing to answer every question that given by him. The conversational style uses by the host will determine the response from the guest star as the second speaker, whether their response is negative or positive. From this phenomenon, the researcher was very interested in investigating the study of conversational style and preference structure in Deddy Corbuzier's Podcast: Anies Baswedan Episode.

This research used five previous studies as references: The first was "Conversational Styles and Misunderstanding in Cross-sex Conversation in He Just Not That into You Movie" (Aryani, 2016). This study used the theory from Pearson (1985) who stated that there were several conversational styles of differences between men and women. The second was "The Comparison of Oprah Show From The Theory of Conversational Styles and Preference Structure" (Sylvia & Dewi, 2012), this study used the theory from Tannen (2005) and Levinson (1983). The third was (Shamekhi et al, 2016) "An Exploratory Study Toward the Preferred Conversational Style for Compatible Virtual Agents". This study used theory from Tannen (2005) that stated two human conversational styles were high-involvement and high-considerateness styles. The study investigated the role of a set of vocal characteristics in engaging users while interacting with virtual agents. The fourth was "Preference Organization in English as a Medium of Instruction Classrooms in a Turkish Higher Education Setting" (Duran et all, 2019). This research

uses theory from Pillet- Shore (2017) about preference organization and Heritage & Pomerantz (1984) about preferred and dispreferred actions. The last was “Preference Organization in Indonesia” (Shohibussirri, 2014). This research analyzed the realization of preference structure in Indonesia using the theories from Levinson (1983) and Schegloff (2007).

This study was important to be done because of some reasons. First, the study about conversational style and preference structure through YouTube Podcast was quite new to be analyzed. From this research, people will see the style of a conversation will determine the response of other speakers. And this response is known as preference structure, it can be preferred or dispreferred response. So, conversational style and preference structure have a close relation one to another. Second, this study aimed to describe the way a host can lead a conversation in a podcast to run smoothly and effectively. So, every question and discussion in the conversation can understand well by the guest star. And in this chance, the guest star was not a general people, but the guest star was the governor of Jakarta, Anies Baswedan. He discussed the different topics with Deddy Corbuzier. It will increase the interest of other researchers or people to analyze this research or even to make further research in the same field.

1.2 The Problems of the Study

Based on the background above, the problem of the study can be stated as follows:

1. What were the types of conversational style used by Deddy Corbuzier and Anies Baswedan in the podcast content?
2. How were the types of preference structure used by Anies Baswedan?
3. Why were the dominant types of preference structure used by Anies Baswedan in the Podcast?

1.3 The Objectives of the Study

Concerning the problems of the study, the objectives of this study were formulated as:

1. To analyze the types of conversational style used by Deddy Corbuzier and Anies Baswedan in the podcast content.
2. To analyze the types of preference structure used by Anies Baswedan.
3. To analyze why the dominant types of preference structure used by Anies Baswedan in the podcast.

1.4 The Scope of The Study

This research analyzed several problems in conversation that focused on the theory from Tannen (2005) about conversational style and Levinson (1983) about preference structure in the utterances between the host and the guest star that contained in Deddy Corbuzier's YouTube Podcast: Anies Baswedan Episode and discussed the relationship between

the finding and the current situation. Then, filled the gap of the previous study in the same field. The researcher took the data of spoken words from the podcast content of Deddy Corbuzier with Anies Baswedan. The scope of this research was focused on part one of the podcasts, where the duration was about 30 minutes and discussed the issues about corruption and the things that were not transparent related to finance, politic, citizen, and other things in Anies Baswedan's leadership as the governor of Jakarta.

1.5 The Significances of the Study

The findings of the study were expected to give both theoretical and practical significances:

1. Theoretically, this study was expected to be useful for English and Literature students to enhance their knowledge about conversation analysis, especially in a conversational style and preference structure through the YouTube Podcast content
2. Practically, the findings were expected to be useful for the researchers who are interested in doing further study on conversation analysis to be a reference or comparison.