CHAPTER I
INTRODUCTION

This chapter will discuss the background of the study, the statement of the problems, the purpose of the study, the significance of the study, the scope and the limitation, and the definition of the key terms.

1.1 Background of the Study

Human as a social community need the communication as the way to interact with other human in this world. Communication also used as the way to exchange information between two people or more, the process of communication can run well by using the exact communication method. Communication has been broadly defined as “the sharing of experience,” and to some extent all living organism can be said to share experience, it is also the process of creating a meaning between two or more people (Tubbs and Moss, 2003).

According to Hybels and Weaver II (2004) communication is any process in which people shared information, ideas, and feeling. It involves not only the spoken and written word but also body language, personal mannerism, and styles anything that adds meaning to a message. So it can be concluded communication is the process of sharing an experience, an idea, information, and feeling. It also process of creating a meaning.

When we do the communication we need media as the way to make interaction run well, and that was conversation. Wardaugh (2006) definition of conversation as a cooperative activity also in the sense that is involves two parties,
each of whom must allowed the opportunity to participate. It can be concluded that
the conversation happens between two or more than two persons. All participants in
conversation must respect or concern to the topics and what is the meaning that is
imply in the conversation.

In a conversation or speech, sometimes manifested intention or meaning
having an explicit and implicit meaning. The speaker in making substitutions should
fulfill the rules of the conversation, in order to the meaning can easily understood by
the hearer or listener. However, intentionally or unintentionally sometimes they break
the rules. This is resulted the emergence of something that is implicated or something
implicit in the use of language (Mey 1993, in Nugraheni 2010).

Risdianto (2011) says in a case of conversational implicature the hearer
importantly makes the assumption that the speaker is not violation one of the
conversational maxims, relevance, informativeness, or clarity, but in fact, it has a
contradiction in real daily conversation. It makes possible for the use of implicature
to give more elaboration on the lingual phenomenon. Grice (1975 in Sukyadi 2011)
also says, conversational implicature for the case in which what speaker means or
implies is different from what is said but it still the part of what is said.

Conversational implicature is very interesting to be known for several
reasons; first, it is one of the language phenomena that exist in our social life because
this study focused on the meaning of language that cannot explain in semantic study.
Then, unconsciously it is common used by people in their daily conversation and
found in other talk media, but still many of them did not know what the meaning of
conversational implicature in their conversation. Therefore, in order to avoid
misunderstanding in interpreting the communication and to avoid the touchiness between two people or more on the conversation, it is very important for researcher as an English learner to understand about conversational implicature.

In fact, conversational implicature can be easily found on a conversation in our surrounding, such as in magazine, movie scripts, television advertisement and movie. The researcher assumes that is also important to find and analyze the conversational implicature in other part of language that was talk show television program.

Talking about talk show, now on there are many talk show in Indonesia such as Hitam Putih, Show imah, Bukan Empat Mata, Kick Andi, Just Alvin, To Night Show, Sarah Sechan, etc. Those talk shows usually give the audience important informations which wraps in an interesting theme. Those talk shows TV program, usually present the famous or guests who can give inspiration for the audience. One of the popular Indonesian talk show TV program is “Sarah Sechan” which is broadcasted by NET.

Before going to talk further about “Sarah Sechan” talk show, it is also important to know what NET is. Based on Azalia (2013) in her article at disukai.com, NET is new TV channel which launching premiered on 26 May 2013. Previously, the station was named Space Toon TV that is specifically designed for children. However, after the former director of Trans Corp Wishnutama join into PT. Indika Multimadia, INDIKA GROUP the station’s name changed become NET. Having renamed into NET then featured programs is present, and one of those programs is a talk show entitled “Sarah Sechan”.
**Sarah Sechan** program is an interesting talk show. The name of the program is taken from the name of the presenter who guides this event. Just like other talk show this program also will invite the guests but they will discuss or talk things that may not have been known by many people. Not only that, Sarah Sechan will also present other interesting things that will engage the audience in the studio and at home. “Sarah Sechan” in NET TV is packed in a relaxed, charming and full of humor but still informative. In the program, there are many conversational implicature used by the host and the guests found by researcher when they talk in the conversation. So that, the researcher chooses “Sarah Sechan” talk show TV program to be analyzed especially about conversational implicature.

There are two previous studies, which are related with the topic of the study that were conducted by Risdianto (2011), Wang (2011).

Risdianto (2011) who was studied about *Conversational Implicature on Oscar Wilde’s Happy Prince* found that conversational implicature make him easy to understand the dialog or conversation in the short story. Because, in the short story there are some variation’s meanings of conversational implicature used in Oscar Wilde’s Happy Prince, as follows: conversational implicature connected with cooperative principle, politeness principle, and ironical principle. The purpose of this study found, that conversational implicature aimed to minimize the misunderstanding among the reader and literary critics.

Wang (2011) on her research about *Conversational Implicature in English Listening Comprehension* found that Grice’s conversational implicature theory influence listening comprehension deeply, especially in understanding conversations.
She emphasizes on using the Grice’s conversational implicature theory to guide the English listening comprehension. According to her both the necessary linguistic theories and pragmatic theory can help learners better understand implicated meaning in English listening.

Because there is no research about study on “conversational implicature” used in talk show, the researcher chooses this title of her thesis “Analysis of Conversational Implicature spoken by the Host and Guests on “Sarah Sechan” Talk show”.

1.2 Statement of problem

Concerning with the title above, the problem of this study can be formulated as follows:

1. What are kinds of conversational implicature spoken by host and guests on “Sarah Sechan” talk show?
2. What are the meanings of conversational implicature spoken by host and guests on “Sarah Sechan” talk show?

1.3 Purpose of the study

Based on the problems above, there are two purposes of the study. They are:

1. To know kinds of conversational implicature spoken by host and guests on “Sarah Sechan” talk show.
2. To know the meanings of conversational implicature spoken by host and guests on “Sarah Sechan” talk show.
1.4 The scope and Limitation

There are many examples of the use of conversational implicature can be analyzed and discussed such in the movie, reality show, talk show, even in our social life. Therefore, it is impossible for the researcher to study all of them. In this study the researcher limited her study only on conversational implicature spoken by the host and guests on “Sarah Sechan” talk show of five episodes broadcasted on 8, 9, 16, 25, 27 January 2014.

1.5 Significance of the Study

Theoretically, this research is expected to give contribution to the linguistic, especially in the terms of communication in conversational implicature. This study also will give additional information to the readers, they will know about conversational implicature in “Sarah Sechan” talk show spoken by host and guests. As a result, the English department student of linguistic studies will know about the definition of conversational implicature, various kinds of it, and also the meaning.

Practically, researcher really expects this study will be a useful reference for those who are want to study further about conversational implicature, and for those who are want to study and understand about all the forms, contents and the meaning of the conversational implicature concerning to conversational implicature spoken by host and guests on “Sarah Sechan” talk show. Then, the researcher hopes this thesis will enrich the references of knowledge and also will be useful for all the readers.
1.6 Definition of Key Terms

To avoid misunderstanding in interpreting the terms of the title, the researcher considers that it is better for readers to understand them, before studying the discussions are follows:

1. **Conversational Implicature**: is a special case of situations in which the perceived meaning extends beyond the literal meaning. Conversational implicature is, therefore, something which is implied in conversation, that is, something which is left implicit in actual language use (James 1967, in Wang 2011).

2. **Host**: is person who introduces guests on radio or television program (Oxford Dictionary, 2011). In this study, host is a person who guides the event on talk show television program.

3. **Guest**: is famous person who takes part in television show (Oxford Dictionary, 2011). In this study, guest is a famous or inspire person who invite by host to discuss or share their wonderful experience as an inspiration for audience.

4. **NET**: is Indonesian TV station which launches on 26 May 2013 and involve many interesting program such as: design program, fashion, news, infotainment, talk show, sport, and music shown in interesting way (Azalia, 2013).

5. **Sarah Sechan**: is Indonesian talk show program on NET TV is taken from the name of the presenter who will guide this event, Sarah Sechan. She will
invite a guest to talk and discuss things that may not have been known by many people (NET TV, 2013).

6. Talk show: is the radio or television program featuring informal conversation, often on a particular topic or range of topics between a host and, variously, guest celebrities and expert, members of a studio audience, or listeners or viewers telephoning from their homes (Wiley, 2010). In this study, talk show is the television programming guided by host and there are the famous or inspiring people as guests who did the interaction through the conversation that watched by audiences.