CHAPTER I

INTRODUCTION

This part of these studies about describes background, statement of problems, research objectives, signification of the study, scope and limitation of the study and definition of the key terms.

1.1 Background of The Study

Conversation is an activity which consists of a sender, a message, and a recipient to share some opinion, assumption, information, knowledge and so on. All people in the world have different style when they speak moreover male and female. Male and female are different not only in the sex but also in many things like how they speak, and interaction.

Women and men have difference character when they speak or different conversation style such as gesture, expression, vocal and intonation. This research will be focus in the conversational style in different gender and the purposes male and female uses it. This research gives a new nuance to the different gender in conversational style analysis because it takes different field from the previous study or research.

In the previous research Mega Wati (2013) *The Comparison of Ellen Degeneres' Conversation Styles to Male and Female Celebrity Guests*. This research focuses in the presenter, male and female guest in talk show. This research use qualitatif descriptif method. The result of this research is the

researcher find the similarities and the differences in pause, overlaps, backchannel and adjacency pairs. Conversation style that Ellen use different when talk with man guest and women guest. Elysa Ratna Sari Dewi Tandungan (2015) Conversational Style Used By Najwa Shihab and The Mallarangengs On Mata Najwa Talk Show Program Jurus Mallarangeng Episode. This study investigates the conversational style used by Najwa Shihab and The Mallarangengs on Mata Najwa talk show program Jurus Mallarangeng episode. In research, the researcher analyzes the conversational style used by Najwa Shihab and Andi Mallarangeng. The problem to be solved the study is what is the conversational style used by Najwa Shihab and the Mallarangengs on Mata Najwa Talk Show Program Jurus Mallarangeng Episode. Eliska Klanicova (2013) gender Analysis of TV interview Based on Gender Differences. This diploma thesis deals with gender Differences in language behavior uses in interviews. The researcher examine with corpus to select socio pragmatic features they are topics, cooperation politeness and to compare the findings. And the last Warda, yulia (2013) Gender Differences In Conversational Style In " Apa Kabar Indonesia Talk Show On Tvone". These researches identify, categorize and analyze the utterances of male and female presenters into the features of conversational style and different ways of communication between male and female presenters in the talk show news. Youging Xu (2009) "Gender Differences In Mixed-Sex Conversations" In this research, the writer analyzes the differences in male and female conversations that also constrained by many factors as for instance setting, topic, role relationships and socio-cultural conventions. Her research is to investigate informal face-toface English conversations in the TV-series Friends in order to find out whether there exist any differences or similarities between the male and female speakers as regards turn-taking in mixed-sex conversations with a particular focus on interruptions.

After reviewing these previous study, the researcher get the gap and idea. In the previous studies talked about gender, conversation, and talk show, so the researcher will analyze about difference gender and conversation style that happen in the talk show as good media in research conversation. Meanwhile, there is no researcher has focus in two presenters different talk show. Therefor the researcher uses two different program talk shows, different people and just focuss in differences.

The researcher assume interaction that happen between male and female have differences when they get conversation especially that happen with both presenters Najwa Sihab In *Mata Najwa* and Andy Flores Noya In *Kick Andy*. The reader not only know about the different conversation style but also know about the purpose Najwa Sihab and Andy Flores Noya uses this style. So that the reader can also use that style in daily activities especially when the reader as presenter.

There are many talk show in television's programs but in this research, the researcher choose Najwa Sihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy* as object of research because these programs are a good talk show which always bring refreshing perspective and updating information for public. Not only their program but also the presenters Najwa Sihab in *Mata Najwa* and Andy

Flores Noya in *Kick Andy* who have interesting personality, intelligent personality and get many appreciation. They are able to make audiences stunned and motivated when they did conversation with their guest.

The main theory used in this research is Yule's (1996) theory. The researcher uses pragmatic theory. According to Yule (2008:4), pragmatic also studies about the relationship between linguistic theory and the users. Only pragmatic theory that allow analyzing the language style that are used by human. Many advantages of analyzing language by using this theory such as knowing people's intended meaning, their assumptions, their purposes or goals, and the kind of actions. It is one of linguistic studies which are closer to allow human to analysis. Pragmatic study is too broad, so this research focuses on convertation style and the purpose of that style.

The researcher hopes that this research can give information and the knowledge to the reader about the differences male and female conversation style in talk show. Not only give information and knowledge but also hope this research can get some lessons and information that necessary for successful conversation especially for public speaking and motivate the reader to imitate conversation style of Najwa Sihab in *Mata Najwa* as a good women presenter and Andy Flores Noya in *Kick Andy* as a good men presenter who have a lot of awards.

1.2 Statement of The Problems

Based on the background of the study above, the researcher tries to observe:

- 1. What are the differences in conversation style used by Najwa Syihab in Mata Najwa and Andy Flores Noya in Kick Andy?
- 2. What are the purposes of Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy* use that style?

1.3 The Objectives of The Study

To answer the question above, the objectives of the study are stated below:

- 1. To describe the differences in conversation style used by Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy*
- To describe the purpose Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy* use that style

1.4 Significant of The Research

This study is expected to give information and the knowledge to the reader about the differences male and female conversation style. The reader not only knows about the differences in conversation style that used by male and female but also know about the purpose of them use different style.

The researcher hopes that the reader can identify and learn about conversation style that used by male and female. This researcher wants this research can get some lessons and information that necessary for successful conversation especially for public speaking purpose and motivate the reader to imitate conversation style of Najwa Sihab in *Mata Najwa* as a good women presenter and Andy Flores Noya in *Kick Andy* as a good man presenter. It is hoped that this study can be a reference for linguistic students to learn more about conversation style that used by female and male. The researcher also hopes this research can give contribution for the next research to be analyzed deeper.

1.5 Scope and limitation

The scope of this research The researcher took the data from two videos talk show they are Najwa Syihab in *Mata Najwa* in episode march 16, 2016 with theme Pertaruhan Ahok and Andy Flores Noya in *Kick Andy* in episode februari 19, 2016.

This research uses pragmatic theory. Pragmatic theory which discusses above conversational style is conversation analysis. In pragmatic George Yule 1996 conversation included pauses, overlap, back channel and conversational style. The researcher just focuses to two utterances of presenters; they are Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy* talk show as object of research.

This research uses researcher arguments to analyze the purpose of two presenters in Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy* because the researcher cannot interview Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy* directly.

1.6 Definition of Key Term

Conversational Style is some strategies in conversation that have some purpose.

Conversation Analysis is the method that is used for the study of spoken interaction, spontaneous tape-recorded spoken interaction between people.

Gender is the relations between men and women, both perceptual and material. Gender is not determined biologically, as a result of sexual characteristics of either women or men, but is constructed socially.

Talk show is television programs in which a host or sitdown with entertainers, newsmakers, and other people, to talk.

Mata Najwa is talk show that broadcasted in metro TV and the presenter is Najwa Syihab.

Kick Andy is talk show that broadcasted in metro TV and the presenter is Andy Flores Noya.

Pragmatics is the study of the aspects of meaning and language use that are independent on the speaker, the addressee and another feature of the context of utterance.