AN ANALYSIS OF TOPIC DEVELOPMENT USED BY THE MALE AND FEMALE HOSTS IN *HITAM PUTIH* AND *BASA BASI* TALK SHOWS

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ABSTRAK

Puspita, Mike. 2015: An Analysis of Topic Development Used by The Male and Female Hosts in Hitam Putih and Basa Basi Talk Shows. Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Penelitian ini bertujuan untuk mengetahui bagaimana *host* laki-laki dan perempuan mengembangkan topik dalam acara *talk show* Hitam Putih dan Basa-Basi. Penelitian ini termasuk dalam kajian conversation analysis. Metode yang digunakan adalah metode deskriptif untuk menggambarkan dan menganalisa data secara tertulis. Data dari penelitian ini didownload dari YouTube. Hasil penelitian ini menunjukan bahwa ada perbedaan antara *host* laki-laki dan perempuan dalam mengembangkan topik. Dalam memperkenal topik atau yang dikenal dengan *topic introduction*, *host* perempuan menggunakan *pre-request* sebanyak 18,9% dan *host* laki-laki 12,8%. Sedangkan Pre-announcement, digunakan oleh *host* laki-laki 39,2% dan *host* perempuan 81,1%. *Host* laki-laki lebih cenderung memperkenalkan topik secara langsung sebanyak 48%. Pada perpindahan topik atau *topic change, host* laki-laki menggunakan *summary assesment* 8,9%*, giving tokens* 16,2%, *repetition* 17,9%*,laugther/comment* 39,9% and *pauses* 17,1%. Sedangkan perempuan menggunakan *summarry assesment* 23,2%, *giving tokens* 19,5%, *repetition* 12,2%, *laugther/comment* 43,9%, and *pauses* 1,2%. Dan pada penutupan topik atau *topic closing*, *host* laki-laki menggunakan *pre closing* 16,8% , *recapitulation* 14,4%, *dan new topic introduction* 68,8% dan perempuan menggunakan *pre closing* 12,9%, *recapitulation* 18,9%, *new topic introduction* 68,2 %.

Kata kunci: topik, pengembangan topik, talk show.

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Padang, November 2015

The researcher

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CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Nowadays, communication and technology give many advantages. For example, through communication and technology people can get information that they want. People also do communication to support their life. When people meet each other in society, they can talk about their problem. It could build a good relation with other people. In other words, communication is a process that make people's life easier.

Talking about communication, people almost use verbal communication in their sociaty. They like to make conversation when they meet each other. Conversation is an everyday speech event. It is the form of an activity that help people make relationship with other; it is widely used to make connection between people in the world. In social life, conversation has many functions, such as to explore the ideas, share opinion and change information. Mey (1983), explains that conversation is a process using language socially and making dialogue between speakers and listeners. It means that conversation involves individual facing each other and taking turn at speaking.

Conversation can happen in every where and every time of life. If there are two or more people and they talk and interact each other, these people are in conversation. Like what Yule (1996) says, conversation happens when two or more people meet, and they do basic pattern of talking (I speak-you speak-I speak- you

speak). This is a structure of conversation that people will do when they interact with other.

Conversation is not always done by two people in the formal way. This verbal communication can be made by a lot of people everywhere and every time. It stands out as the most natural and most representative of verbal interaction. In Oxford Advanced learner's Dictionary (2005) conversation is an informal talk to involve a small group of people, the activity of talking in this way. So, when people meet each other in any situation and start to use language; automatically conversation will happen.

Conversation also includes a manner how to express a feeling, intention, and emotion directly. To know how to make a good conversation, people should know the important parts in the conversation itself, such as participants, context, and including topic. Topic is the point of conversation that determine, succes or not people share their ideas. Usually, there are many topics that people talk in one conversation. It makes the participant has responsibility to make the topics can be coherence with the next or previous topics. The way participants develop topics in this case called topic development.

According to Stenstrom (1994) topic development is how the topic developed by the participants. It means that, the speakers and hearers make collaboration to keep the running of their ideas in the conversation. What the first speakers say would be responded by the others. So, sucsses or not the topic development depends on the participants in a conversation

Topic developmet is also the basic and become most important point in conversation. The consequences if participants fail in topic development is the conversation will not run well and the topic will be disorganised. It makes the interlocutors lack the point of conversation. Thus, topic development has a function to make the conversation still run well.

However, what really happens is that in some situation, there are people do not know how to develop topic in conversation. Because they only focus to their purpose and do not care how to said it well. Sometimes, people also do not know the context of conversation itself. So that, there are some conversations which are disorganised. It will give bad effects for running the conversation itself, for instance, the hearers will be confused about the topic that suddenly come. As a good speaker, people will use some strategies to develop the topics in their converstion, like giving some utterances before introducing and changing the topic.

People usually have different styles to develop topic in conversation and the differences may depend on the social context, including gender. The concept of gender explains the directness and indirectness behaviors. According to Holmes (2003) men and women have different communication styles and the way men communicate to one another is very direct, while women speak more indierct. Men like to go to the point of conversation directly rather than women. If women communicate with other, she like to give some sequences before talking about the topic. She thinks more about politness in conversation. Holmes also said that the gender has an important role in communication; the speakers have to be concerned

with whom she/he talks to whether male or female. So, gender gives influence to the way people introduce, chnage and closing the topic.

Topic development phenomena also occur in TV program, like talk show. Talk show is form of formal conversation. It has hosts and guests as participants. Sometimes, in talk show there are some topics and sub topics that the participants discuss. Usually, hosts in talk show use some utterances when they want to move to other topics or sub topics smoothly. It purposes to make their conversation still run well.

It is interseting to choose talk show as a literary work to be analyzed by using conversation analysis study on topic development case. Talk show, as one literary works is more structural, the topic has been planneed before it begins and it also uses an ordinary language. The reason why researcher chooses talk show as one of literary work has the uniqueness that is not owned by other like film, and poetry. Its language has elaborated context that support how to develop topics well in conversation.

The phenomena of topic development can be encountered in any context of conversation. Talk show as the subject of research serves conversation in which the topic development occurs. *Hitam Putih* and *Basa Basi* talk shows are the interesting subject to be analyzed. Because both of these talk show have good quality and become populer program that get awards. For example, *Hitam Putih* talk show ever get some awards at Panasonic Gobel Award and Indonesia Coice Awards 2014.

Hitam Putih and *Basa Basi* talk shows also becomes favorites TV program. Not only because of the style of the hosts are unique, but also these program provide

many inspiring stories. *Hitam Putih* has Dedy Corbuizer who is a cool man and in *Basa Basi* talk show, Cici Panda has fussy character. Because both of them have different character, it wil also be a good point to analyze how both of these hosts develop topic in their talk show. The other reasons why the writer chooses the talk shows are many topics provided in this conversation so that the hosts should be responsible to develop it and also the hosts should use some utterances before going to the topic directly.

In *Hitam Putih* and *Basa Basi* talk shows, both of hosts provide not only one topic, but it can be three or four sub topics in an episode. It makes the hosts have responsibility to control the run of conversation. The hosts should pay attention for all aspects that related to this conversation, like situation, words choice and the way to do it. They should develop the topic as good as possible.

In conversation, male and female use several kinds utterances that they use to develop topics. In this talk shows, the writer only focused this research on the how the male and female hosts develop the topics. The writer wanted to know whether there are differences of the way male and female develop topic in conversations.

1.2 Identification of Research Problem

Conversation is the way to change the ideas and opinions that are used by people in daily life. Conversation itself will run well if the participants can develop the topic and understand about it. The researcher is interested to analyze the topic development used by male and female presenter in *Hitam Putih* and *Basa Basi* talk

shows. As presenters of talk show, of course they have some utterances that they use to change the topic in the conversation.

The study of topic development could be analyzed from several sight. Firts, in conversation analysis study, it could be seen how the hosts of the talk shows use utterances to introduce, change and closing the topic and how the rules of turn taking of conversation. It focuses to uterances that the presenters used. Second, in pragmatic, the study focuses the context that influence the hosts used the utterances. It could be seen how the context influence the conversation. Third, in sociolinguistic, it focuses to the social background which influence the way people transfering the utterances.

1.3. Limitation of Research Problem

Based on identification above, the researcher focuses on the conversation analysis sight based on Stenstroms (1994) and Holmes (2003) theories. It limited to the topic introduction, topic change, and topic closing in topic development used by male and female host in *Hitam Putih* and *Basa Basi* talk shows. Furthermore, this research explains how male and female host introduce, change, and close topics in a conversation.

1.4. Formulation of Research Problem

Based on the limitation above, the problem is formulated as follow:"How the topics are developed by male and female hosts in the *Hitam Putih* and *Basa Basi* talk shows?"

1.5. Research Question

The problem is further elaborated in the following research questions:

1. How are the topics introduced by male and female hosts in *HitamPutih* and *Basa Basi* talk shows?
2. How are the topics changed from one to another by the male and female hosts in *Hitam Putih* and *Basa Basi* talk shows?
3. How are the topics closed by male and female hosts in *Hitam Putih* and *Basa Basi* talk shows?

1.6. Purpose of the Research

Based on the research questions above, the purposes of this research are:

1. To find how the topics are introduced in the talk show by male and female hosts.
2. To find how the topics are changed from one topic to another in the talk shows by male and female hosts.
3. To find how the topics are closed in the talk shows by male and female hosts.

1.7. The Significance of Research

There are two kinds of significance in this study, those are field of the study and practical obligation. In field of the study, this research is significant to provide some information about the topic introduction, topic move, topic closing and how to develop the topic in a conversation for people who like to study it.

In practical obligation, the result will be benefitial for other who wants to understand and analyze these talk show from different or other aspects. This reserach is also important for those who are interseted in analyzing structure of

conversation, meaning and context in conversation and other. Because this subject is related each other.

1.8. Definitin of Key Terms

In order to avoid misinterpretation about the use of terms; it is important for the researcher to give the suitable meaning of the key terms. Some terms are defined as:

1. Topic development : how the topics are developed by participant (host and guests)
2. Topic introduction : how the topics introduce by the participants
3. Topic change : how the topics move from one to another by participants
4. Topic closing : how are the topics close by the participants
5. Host : person who responsible for guests at an event
6. Talk show : a program on TV that has host and guest.