

**AN ANALYSIS OF CONVERSATIONAL STRUCTURE IN
*MARIO TEGUH GOLDEN WAYS***

THESIS

*Submitted as Partial Fulfillment of the Requirement to Obtain Strata One (S1)
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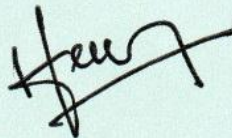
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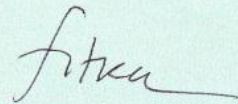
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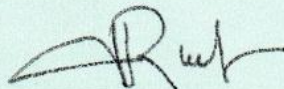


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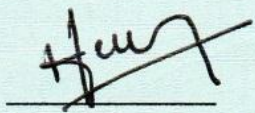
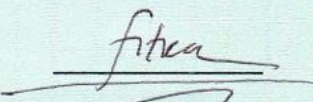

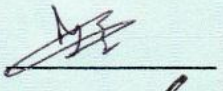
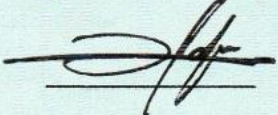
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ABSTRAK

Muslim, Kamalia. 2016: “An Analysis of Conversational Structure in *Mario Teguh Golden Ways*”

Penelitian ini membahas tentang struktur percakapan pada program Mario Teguh Golden Ways. Analisis percakapan pada umumnya berkaitan dengan analisis terhadap fungsi bahasa, dan salah satu fungsi utama bahasa adalah untuk berinteraksi dengan orang lain baik untuk tujuan pragmatik maupun sekedar untuk menjaga hubungan sosial. Jenis penelitian ini adalah descriptive karena penelitian ini bertujuan untuk menemukan dan menggambarkan struktur percakapan yang digunakan pada program Mario Teguh Golden Ways dalam 5 episode yang berbeda. Analisis percakapan di talkshow ini menggunakan teori dari Sinclair dan Couldhard yang memakai tingkat sebagai unit analisis dimana tingkat yang lebih tinggi direalisasikan oleh tingkat yang lebih rendah. Tingkat itu terdiri dari *interaction, transaction, exchange, move and act*. Peneliti menemukan bahwa struktur percakapan di dalam talk show terdiri dari pembukaan, topik diskusi dan penutupan. Pembukaan terdiri dari ucapan salam pembuka dan topik pengenalan. Dari analisis tingkat menunjukkan bahwa tipe percakapan ini merupakan percakapan yang melakukan interaksi karena sebagian besar struktur elemen *exchange* didominasi oleh *inisiation* yang diikuti oleh *respond*, dan terkadang juga diikuti oleh *feedback*. Struktur elemen *move* didominasi oleh *head* tindakan dan kurang sepuluh persen dijabarkan dengan tindakan *pre-head, post-head* dan *signal*. Penutupan terdiri dari beberapa ringkasan dan ucapan salam penutup. Temuan dari penelitian ini dapat disimpulkan bahwa struktur percakapan yang digunakan dalam talk show Mario Teguh Golden Ways ini adalah didominasi oleh informasi dan nasehat yang di sampaikan Mario Teguh dalam menjawab pertanyaan dari pembicara yang membuat kita terpengaruh oleh kata-katanya. Hal ini sesuai dengan struktur percakapan *exchange* yaitu *inisiation, respond* dan *feedback*.

Kata Kunci: Percakapan, struktur, Mario Teguh Golden Ways

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CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Language is an important element in human life. In daily life, people always meet in social life and communicate each other, as communication is one of the ways to interact with others. Human communicates with another one in two forms of interaction; spoken and written interaction. There are several forms of spoken interactions, for examples; talk shows, debates, interviews, and conversation.

Conversation is a form of communication, which uses language as its media. People usually interact with others whose background may be different. They also have to use the same language in order to get a smooth conversation or to avoid misunderstanding. According to Gumperz (1992), “Communication is a social activity which requires coordinated efforts of two or more individuals. Communication deals with social activity which involves more than one person. It usually occurs between the speaker and the hearer”. It means that people need to make a conversation to share information with the others.

Conversation occurs based on the situation. It can occur in common situations such as, when someone meets with a person that s/he knows, so that s/he will start a conversation with that person. It can happen in a place where people want to break the silence, especially when someone feels the situation begins colder. Conversation also occurs in other situation like in a television talk

show, where the host of the show asks some questions to the guest in the show of conversation.

A conversation must have certain topic depending on the context. Topic can grow larger which cannot be separated from the speaker, whether the background of the speaker or the knowledge of language. In a talk show, the topic may arise, but it is restricted based on the framework of the show, so that the conversation between the host and the speaker runs smoothly. Between the host and the speaker, there is level scale used in conversation.

Level is a term used in a type of linguistic analysis in which linguistic units (e.g. sentence, clause, and words) are arranged in a certain order to show that higher units include lower ones. Meanwhile discourse constitutes a general term, for examples of language use, e.g. language which has been produced as the result of an act of communication, so discourse refers to larger units of language such as paragraphs, conversations, and interviews. Sometimes the study of both written and spoken discourse is known as discourse analysis, and analysis of spoken discourse is sometimes called conversational analysis.

The basic assumption of a level scale is that a unit at a given level, for example, word, is made up of one or more units of the level below (morpheme) and combines with other units at the same level to make one unit at the level above (group). The unit at the lowest level has no structure. For example in grammar morpheme is the smallest unit, and cannot be subdivided into smaller grammatical units. However, if one moves from the level of grammar to the level of phonology, morphemes can be shown to be composed of a series of phonemes.

Similarly, the smallest unit of level of discourse has no structure, although it is composed of words or clauses at level of grammar.

In discourse, the highest level is interaction. Interaction is realized by many transactions, transaction is realized by many exchanges, and exchange is realized by many moves, and move is realized by many acts. In each level, other than interaction and act, there are certain elements of structure. In relation to this matter, the researcher is interested to know what level scale used in the spoken discourse of formal conversation in which its setting is in talk show, one of them is *Mario Teguh Golden Ways*.

Mario Teguh has some interesting topics and sometimes becomes a trending topic in Indonesia such as education, love, career, and others. In addition, the way of how *Mario Teguh* is giving advice to solve problems from the speaker be analyzed. *Mario Teguh Golden Ways* is a great talk show program which is aired in Metro TV. It contains conversation interaction between the interviewer and the interviewee. *Mario Teguh* is very popular talk show whose talks have influential advices for his audiences. It is important to know how each utterance of *Mario Teguh* can be powerful in giving advice to the audience through involving people's feelings and emotions.

According to Richard (1992), sometimes discourse analysis deals with (a) how the choice of article, pronouns, and tenses affect the structure of discourse, (b) the relationship between utterances in a discourse, (c) the moves made by a speaker to introduce a new topic, change the topic, or assert a higher relationship to the other participants. Principally it deals with the analysis of the purpose and

functions of language in human life. Recent analyses have been carried out on discourse in the classroom. Such analyses can be useful in finding out about the effectiveness of teaching method and the type of teacher-student relationship.

In conclusion, in this spoken discourse is in terms of interaction, transaction, exchange, move, and act. In this research, the researcher identify: (a) the number of transactions to realize the interaction, (b) the total number of exchanges in this interaction and the element of exchange structure in each transaction, (c) the type of exchange in the interaction, (d) the number of exchange to realize each transaction, and the number of moves realizing each exchange. In addition to this purpose, the researcher also wants to identify what type of level scale in *Mario Teguh Golden Ways*.

1.2 Identification of the Problem

Based on the background of the research problem, conversational analysis can be studied in several studies; they are pragmatics and discourse analysis. In pragmatics, conversational analysis is used as mean of an investigation into and analysis of natural conversation in order to reveal what the linguistic features of conversation is and how conversation is used in ordinary life. In discourse analysis, conversational analysis is a linguistic discipline that mainly handles coherence and sequential organization in discourse, for example the opening and closing sequencing. This research only focuses on the discourse analysis point of view about coherence and sequential organization in discourse. It is about conversational structure of advice given in *Mario Teguh Golden Ways*. It amuses

the audience and society because they can get advice from *Mario Teguh* in solving a problem.

1.3 Limitation of the Problem

This research is limited to the issue of conversational structure. Conversational structure can be analyzed based on the Sinclair and Coulthard theory (1992), which are interaction, transaction, exchange, move, and act. Therefore, this research is limited to the issue of structure in conversation of in *Mario Teguh Golden Ways*.

1.4 Formulation of the Problem

Based on the identification and limitation of the research, the main problem of this research formulated as, “What are the conversational structures of motivational program in *Mario Teguh Golden Ways*?”

1.5 Research Questions

In order to make this research applicable and easy to be conducted, the following research questions are derived from general problems above. The research questions in this research are:

1. How are the moves in the conversational structures in *Mario Teguh Golden Ways*?
2. How are the exchanges in the conversational structures in *Mario Teguh Golden Ways*?

3. How are the transactions in the conversational structures in *Mario Teguh Golden Ways*?
4. How are the interactions in the conversational structures in *Mario Teguh Golden Ways*?

1.6 Purposes of the Research

The main purpose of this research is to analyze the conversational structure in *Mario Teguh Golden Ways*. From this main purpose, it can be elaborated into these following purposes:

1. To find out the moves in the conversational structures in *Mario Teguh Golden Ways*.
2. To find out the exchanges in the conversational structures in *Mario Teguh Golden Ways*.
3. To find out the transactions in the conversational structures in *Mario Teguh Golden Ways*.
4. To find out the interactions in the conversational structures in *Mario Teguh Golden Ways*.

1.7 Significance of the Research

The findings of this research are expected to give contribution to both fields of study and practical application. Field of study, the results of this research is going to extend the theories about structure of conversation and broaden knowledge in the field of discourse analysis. Conversational structure can be

identified based on Sinclair and Coulthard theories, they are interaction, transaction, exchange, move and act. For practical application, the finding of this research is expected to help the linguistics students to get a better understanding of conversational structure. In addition, this research can be useful for those who are interested in analyzing a conversation in *Mario Teguh Golden Ways* on discourse analysis especially conversational structure theory. *Mario Teguh Golden Ways* is a great talk show program which is aired on Metro TV. *Mario Teguh* is very popular talk show which his utterances give any advice. So, it is interested to audience and society because it can get advices from *Mario Teguh* in solving a problem. Furthermore, it is expected that the findings of this research can be the reference for the next researchers who are interested in conducting a research about conversational structure.

1.8 Definition of Key Terms

In order to avoid misunderstanding of some conceptual terms that may appear later on, it is necessary to fix a distinct definition of some key terms used in this research. The definitions can help the readers getting the idea of the conceptual terms as follow:

Conversation	: the way to change the ideas and opinions that are used by people in daily life.
Structure	: the way in which the parts of a system or object are arranged or organized, or a system arranged in this way.

Mario Teguh Golden Ways : a great talk show program which is aired in Metro TV. *Mario Teguh* is very popular whose talks utterances give any advice.