

CHAPTER I

INTRODUCTION

The writer divides this chapter into some points which discuss some aspects related to the introduction. They are background of the study, problems of the study, objectives of the study, and definition of key terms.

1.1 Background of the Study

Communication is essential for life. Generally, there are two types of communication, verbal communication and nonverbal communication. Verbal communication is communication that can be understood by each other. On the other hand, nonverbal communication can be done by using gesture, such as smiling, raising the hand, etc.

Berelson and Stainer (1964, p. 527) defined communication as “the transmission of information, ideas, emotions and skills by using symbols, words, pictures, figures, graphs, etc.” It can be considered as a social activity, as stated by Allan (1986, p. 10). Communication can only take place if the people are actively involved. Furthermore, Allan describes if communication is to proceed smoothly, then the speaker and the hearer have to co-operate with one another. He asserts that a successful co-operation in communication can be done by being polite to others. So, he suggests that being co-operative is being polite.

There are some theories related to politeness. One of them is politeness principles proposed by Leech. According to Rahardi (2005, p. 59), Leech’s

politeness principles are nowadays considered to be the most complete, established, and relatively comprehensive. They are also called as politeness maxims as they contain set of maxims. Based on Griffiths (2006, p. 135), “maxim is a pithy piece of widely applicable advice”. He goes on to say that Grice’s maxims play as “if” role because Grice does not put them as advice to show people how to talk, but he says that communication through conversations proceeds as if speakers are generally guided by these maxims. Moreover, Griffiths states that maxim does not function as the advice on how to talk, but it shows that communication proceeds as if speakers are generally guided by the maxim. So, from the definition of politeness and maxim as stated earlier, the writer concludes that politeness maxim is politeness where its speakers understand well how to build a communication by applying maxims to their listeners.

Politeness maxims consist of six maxims. They are Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim, and Sympathy maxim (Leech, 1983, p. 132). The application of the politeness maxims will vary with different occasions. For instance according to Brown and Levinson (1987, p. 286), there are three aspects related to contextual, social, and cultural background which are determining the level of politeness. There are social distance between the speaker and the hearer, the speaker and the hearer’s relative power, and the degree of imposition. The politeness strategy used by the superior class members to the lower ones is different from the one used by the lower to the higher. The teachers and students will apply different maxims to each other. And in a condition when higher level of imposition is very necessary, the speakers

sometimes tend to use directives for the sake of effectiveness. In addition, different types of communication, such as interpersonal, media and mass communication, it will differentiate the use of politeness by the speakers, as well as formal and informal communication. The reason of this lies in the difference of the function and purpose of communication, and also the media where the process of communication occurs. Essentially, the primary function of communication is to inform, educate, entertain and persuade people (Uchjana, (1992, p. 3)).

Communication provides information about our surroundings regarding wars, danger, crisis, trend, life style, etc. Communication also provides knowledge, expertise, and skills for people in the society.

To break the routine life and divert our attention from the stressful life we lead today, entertainment is an essential part of everybody's life. Communication offers endless entertainment to people through films, television, radio, drama, music, literature, comedy, games, etc. As stated by Anderson (1995, p. 205-229), communication for entertainment in the media has drawn people's interests as manifestation of their enjoyment which includes physiological, cognitive, and affective components.

One of entertainment program which has been dominated and achieved high rating at this time is talk show. Talk show is a television program in which one or more people discuss many kinds of topics, then covered in such a way and guided by a host or presenter. Timberg (2011, p. 46) states that, like the soap opera, the talk show is an invention of twentieth century broadcasting. It takes a very old form of communication, conversation, and transforms it into a highly

popular form of information and entertainment through the institutions practices and technologies of television. Talk shows with a comedy have been gaining in popularity in recent years. The focus during these talk shows is entertaining and informative.

In Indonesia, one of humorous talk shows which have gained both controversy and popularity is *Bukan Empat Mata* hosted by a comedian Tukul Arwana. *Bukan Empat Mata* is a talk show program which uses humorous perspective and always invites celebrities in each episode. It does not only offer information but also fresh jokes. The talk show always discusses topics, issues, or phenomena which become hot news in society. Tukul Arwana is not alone while talking with the guests. He is accompanied by co-host, Vega, Olla Ramlan or Peppy. The talk show is more attractive with its new segment, that's *Miss Rempong*. This segment presents unique information led by Marcella Lumowa.

On September 22nd 2013, there was an event which attracted people's attentions, AFF Cup U-19 football final match in which Indonesia won the tournament after defeating unbeaten team, Vietnam, through a penalty shoot-out.

This was also the first final edition for Indonesia's team since the tournament held in 2002. Another phenomenon is raised up when the final is being held. There is a new term that is brought up, "Jebret", which is pronounced by MNC TV's presenter, Valentino Simanjuntak, when the final of the AFF U-19 Cup between Indonesia and Vietnam. The term "Jebret" became popular in cyberspace, especially on Twitter. Chirping on social networking that put the word "Jebret" became a phenomenon immediately. This is a new euphoria in Indonesian

football. Therefore, a couple days after the final, *Bukan Empat Mata* invited some commentators of football such as Valentino, Bung Kusnaeni, and Rico Ceper. The theme of this episode was *The Commentator*.

The researcher is interested in conducting research on Tukul Arwana's utterance in *Bukan Empat Mata* talk show because whatever he said always contains both of politeness and violation maxims. Moreover, the researcher assumes that in asking questions, giving comments and feed back to the guests and audiences in the talk show, the host has to show politeness to respect or honor others. The researcher is concerned to investigate the use of politeness maxims proposed by Leech and violation maxims by Grice from the utterances of *Bukan Empat Mata* host.

1.2 Problems of the Study

Based on the background stated above, this research is conducted to answer the following questions:

1. What politeness maxims are used by the host of *Bukan Empat Mata* in "The Commentator" episode?
2. What kind of politeness maxims are violated by the host of *Bukan Empat Mata* in "The Commentator" episode?

1.3 Objectives of the Study

Related to problems of the study above, objectives of study in this research are:

1. Identifying the politeness maxims which are used by the host of *Bukan Empat Mata* in “The Commentator” episode.
2. Identifying the politeness maxims which are violated by the host of *Bukan Empat Mata* in “The Commentator” episode.

1.3 Definition of Key Terms

1. **Politeness maxims:** A way of explaining how politeness operates in conversational exchanges. Geoffrey Leech (1983)
2. **Violation:** Violation takes place when the speakers intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participants’ part or to achieve some other purposes. Grice (1975, p. 41-58)
3. **Talk show:** A television or radio show in which various topics are discussed informally and listeners, viewers, or audiences are invited to participate in the discussion.
(<http://www.thefreedictionary.com>)
4. **Bukan Empat Mata:** A humor talk show hosted by a comedian Tukul Arwana broadcasted in Trans7 on Monday – Friday at 10pm.
(www.trans7.co.id)