

**CONVERSATIONAL STYLE AND PREFERENCE STRUCTURE
EMPLOYED BY THE HOST AND FOREIGN GUESTS
IN 'SARAH SECHAN' TALK SHOW NET.TV**

THESIS

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ABSTRACT

Wulandari, Yeni. 2015. **Conversational Style and Preference Structure Employed by the Host and Foreign Guests in 'Sarah Sechan' Talk Show NET. TV.** Study Program of English, Universitas Brawijaya. Supervisor: Esti Junining; Co-supervisor: Emy Sudarwati.

Keywords: Conversational style, High-involvement, High-considerateness, Preference Structure, 'Sarah Sechan'.

People have their own way or style in doing conversation. Through conversation, people also may represent a social action. A person usually tends to accept one thing and refuse the other ones; this structure is called as preference. This study was conducted to find out the conversational styles that are used by the host and foreign guests in 'Sarah Sechan' talk show NET. TV, and also to find out kinds of preference structure in the talk show.

This study used qualitative approach to gather and analyze the data. The data of this study were spoken words or sentences from three videos of 'Sarah Sechan' talk show NET. TV entitled 'ERU Ingin Mengadakan Konser Kecil di Korea untuk Orang Indonesia di Sana', 'Sarah Sechan Kedatangan Angie Miller Juara 3 American Idol', and 'Sarah Sechan Kedatangan Finalis Asia Next Top Model'. The videos were downloaded from www.youtube.com.

The result of this study shows that the host uses high-involvement style in guiding the talk show. Host's conversational style in guiding the talk show is to enhance the communication when she talked with a less active guest and also to show her enthusiasm and interest in the topic of conversation or the guests' talk. Moreover, 4 out of 5 guests in the show also use high-involvement style while one of them uses high-considerateness style. Guests' high-involvement style in the show is to convey their interest in the conversation. The writer also found when some high-involvement users come in a place and have a conversation; there will be a speaker who unexpectedly becomes less active. Meanwhile, high-considerateness style in the show happens because the speaker tends to wait the other to finish talking before he takes his turn. The preference structures which are often used in 'Sarah Sechan' talk show NET. TV are assessments, requests, and invitations. The responses are negative (dispreferred) and positive (preferred). There are also many kinds of ways in giving responses; given directly, delayed 'yes', and given through an action.

The writer suggests the next researchers to use different objects in the form of conversation and use another theory of conversational style and preference structure.

ABSTRAK

Wulandari, Yeni. 2015. **Gaya Percakapan dan Struktur Preferensi yang Digunakan oleh Pemandu Acara dan Tamu Asing dalam Talk Show ‘Sarah Sechan’ NET. TV.** Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing I: Esti Junining; Pembimbing II: Emy Sudarwati.

Kata Kunci: Gaya percakapan, *High-involvement*, *High-considerateness*, Struktur preferensi, ‘Sarah Sechan’.

Setiap orang memiliki cara atau gaya mereka sendiri dalam percakapan. Melalui percakapan, orang juga dapat menyampaikan aksi sosial. Seseorang kadang cenderung untuk menerima sesuatu dan menolak sesuatu yang lain; inilah yang disebut preferensi. Penelitian ini diadakan untuk mengetahui gaya percakapan yang digunakan oleh pemandu acara dan bintang tamu dalam talk show ‘Sarah Sechan’ NET. TV, dan juga untuk mengetahui jenis struktur preferensi yang ada di dalamnya.

Penelitian ini menggunakan pendekatan kualitatif untuk mengumpulkan dan menganalisis data. Data yang digunakan berupa kalimat yang terucap di tiga video talk show ‘Sarah Sechan’ NET. TV yang berjudul ‘*ERU Ingin Mengadakan Konser Kecil di Korea untuk Orang Indonesia di Sana*’, ‘*Sarah Sechan Kedatangan Angie Miller Juara 3 American Idol*’, dan ‘*Sarah Sechan Kedatangan Finalis Asia Next Top Model*’. Video-video tersebut diunduh dari www.youtube.com.

Hasil penelitian ini menunjukkan bahwa pemandu acara menggunakan *high-involvement style* dalam memandu talk show. Gaya percakapan pemandu acara dalam memandu acara ditujukan untuk meningkatkan komunikasi ketika dia berbicara dengan tamu yang kurang aktif dan juga untuk menunjukkan antusiasme dan ketertarikannya pada topik pembicaraan ataupun perbincangan bintang tamunya. Selain itu, 4 dari 5 bintang tamu juga menggunakan *high-involvement style*. Sedangkan salah satu dari mereka menggunakan *high-considerateness style*. gaya percakapan *high-involvement style* yang digunakan oleh bintang tamu dalam talk show bertujuan untuk menunjukkan ketertarikan mereka dalam percakapan. Penulis juga menemukan bahwa seorang pengguna *high-involvement style* akan menjadi kurang aktif secara tiba-tiba ketika dia bercakap dengan beberapa orang yang juga pengguna *high-involvement style*. Sementara itu, *high-considerateness style* yang digunakan dalam talk show terjadi karena dia cenderung menunggu lawan bicaranya untuk menyelesaikan kalimatnya sebelum dia mengambil gilirannya untuk bicara. Struktur preferensi yang sering digunakan dalam talk show ‘Sarah Sechan’ NET. TV adalah *assessments*, *requests*, dan *invitations*. Respon yang diberikan berupa respon negative (penolakan) dan positif (penerimaan). Respon yang diberikan juga dalam berbagai cara; diberikan secara langsung, ‘iya’ yang ditunda, dan diberikan melalui tindakan.

Penulis menyarankan kepada peneliti selanjutnya untuk menggunakan objek penelitian berbeda dalam bentuk percakapan dan menggunakan teori tentang gaya percakapan dan struktur preferensi yang berbeda pula.

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