

CHAPTER 1

INTRODUCTION

This chapter presents the background of the study, research problem, objective of study, scope and limitation, significance of study and the definition of key terms.

A. Background of study

Language has important role in communication. It is used as a tool of communication. So that, mastering the language is important in human life. Language is one of the tool for people to communicate their ideas, thoughts, opinions, feeling, or even their emotion. Without language, someone cannot communicate each other. As an international and scientific language, English becomes a necessity. Most of scientific book in our libraries are written in English. The optimistic discussion and seminar often held by certain of institutions concerning with the important of the language. In addition, international conference, meeting, negotiation or congress emphasizes the flexible use of English. And in Indonesia, English is a first foreign language, because it is not utilized in daily communication. English language needs to be studied because of the extent of the use of language as International communication and language.

The one important to study English language is study of language that used by speaker and it called Discourse analysis. Discourse analysis is

the study of language in use. When someone speaks to others person, they have to pay attention what the speaker are saying, the listener should be know about the content of the language being used and pay more attention to the structure of language how this structure functions to make meaning in specific contexts. These approaches are rooted in the discipline of linguistics.¹ Information which is implied in a statement but cannot be derived from applying logical inferencing techniques to it. An implicature is therefore what is suggested but not formally expressed. Instead, the reader or hearer must either understand that part of the statement has a conventionalized, special meaning or take context into account in order to decode the implicature.

On the other hand, Grice stated that Conversational implicature in discourse analysis refers to the interference a hearer make about a speaker's intended meaning that arises from they use of the literal meaning of what the speaker said.

Based on the statements above the researcher infers that if someone speaks, he/she should understand what is speakers says. In this section, conversational implicature in discourse is important in their conversation. Conversational implicature refers to the interference a hearer make about a speaker's intended meaning that arises from they use of the literal meaning of what the speaker said.

¹ James Paul Gee. *An Introduction to Discourse Analysis*. (Canada: Library of Congress Cataloging in Publication Data, 2011) p. 8

When we speak we produce the text and it should be meaningful. In the nature of communication, we can find the speaker, the listener, the message and the feedback. Speaking could not be separated from pronunciation as it encourages learners to learn the English sounds.

Therefore, Clark and Clark said that speaking is fundamentally an instrument act.² Speakers talk in order to have some effect on their listener. It is the result of teaching learning process. Students' skill in conversation is core aspect in teaching speaking, it becomes vitally aspect in language teaching learning success if language functions as a system for expression meaning, as Nunan states that the successful in speaking is measured through someone ability to carry out a conversation in the language. We confess that there are many proponent factors that influence teaching speaking success and there are many obstacle factors why it is not running well. According to Ladouse, speaking is described as the activity as the ability to express oneself in the situation, or the activity to report acts, or situation in precise words or the ability to converse or to express a sequence of ideas fluently.

When someone speaks to other person, there will be a relationship. The relationship itself is communication. Furthermore, Wilson defines speaking as development of the relationship between speaker and listener. In addition speaking determining which logical linguistic, psychological a physical rules should be applied in a given communicate situation. It

² David Nunan, *Research Methods in Language Learning*. (Cambridge: Cambridge University Press, 1991)p.23.

means that the main objective of speaking is for communication. In order to express effectively, the speaker should know exactly what he/she wants to speak or to communicate, he/she has to be able to evaluate the effects of his/her communication to his/her listener, he/she has to understand any principle that based his speaking either in general or in individual.

According to Stern said that watch a small child's speech development. First he listens, then he speaks, understanding always produces speaking. Therefore this must be the right order of presenting the skills in a foreign language. In this learning of language included speaking, there is an activity of speaker or learner and it has to have an effect to build speaker's or learner's desires and express how his/her feeling and acting out his/her attitudes through speaking. Thus the learning of speaking can not be separated from language and discourse. A discourse study is the discipline devoted to the investigation of the relation between form and function in verbal communication.

In this era, there are many people can improve their speaking skill using internet, radio and television to improve our English skill. Such as, Bonansa English Show in this program is made by Bonansa (104, 5 Bonansa FM). This program arrange in every Thursday, at 08.00 p.m. They invite some guest, the students of senior high school, and education practitioner. In the radio Bonansa FM entitled '*Bonansa English show*', the program is about talk show with some guest. They learn and talk based on experiences. Here, the researcher analyzes the background of the study,

the research problems, the objective of the study, research design, and research instrument. Based on the case, the researcher is interested in conducting a research entitled “**The Analysis of Conversational Implicature in Discourse (Case Study in Bonansa English Show)**”.

B. The Research Problems

In doing this research, there are problem of study. The problems of study direct the researcher to find the answers of the case. The problems of this research are:

1. What are types of conversational implicature that used in Bonansa English Show?
2. How maxims are flouted in the Bonansa English Show?

C. The Objective of the Study

The objectives of the research are to find the answers or conclusion. The researcher wants to get the answers. The objectives of this research are:

1. To describe the types of conversational implicature that is used in Bonansa English Show.
2. To describe the maxims that flouted in the Bonansa English show.

D. Scope and Limitation

This thesis discusses an entitled an analysis of conversational implicature in Bonansa English Show. The researcher will analyze the scope and limitation of this study. Furthermore, the subject of the study was only taken from Bonansa English Show. The scope is taken by the researcher on conversational analysis in English Program in the radio Bonansa FM Kediri. The researcher analysis four show. The data is taken from talk show in Bonansa English Show with entitled juvenile delinquency (24 September 2013), nationalism (1 October 2013), music (8 October 2013). And the last, with a topic is Idul Adha (15 October 2013).

The limitation at this research is conversational implicature that is used in the Bonansa English Show. There are many kind of conversational implicatures theory to be analyzed. But in this research, the researcher will use a Grice Theories of Conversational Implicature.

E. Significance of the Study

The significance of this study is expected to give some valuable contributions to students, and teacher such as:

- a. For students, to make easy students can learn more about speaking English in their daily life. The students can get the experiences in their daily life, not only from the teacher but also in everywhere; they can get experiences to increase their knowledge and know the contextual meaning in their conversation. So the students understand

about conversational implicature. Especially about discourse analysis, the students can know more about discourse analysis. Not only knowing about the theory, but also can learn and apply in their activities.

- b. For the teacher, the study is hoped to be useful for the English teachers to improve their teaching learning process, especially to stimulate their students to learn speaking English. Of course, about discourse analysis, the teachers can introduce the theory about it and make the students know about English. And about the contextual meaning in conversation their daily activities.

F. The Definition of Key Terms

a. Implicature

According to Grice, Information which is implied in a statement but cannot be derived from applying logical inferencing techniques to it. An implicature is therefore what is suggested but not formally expressed. Instead, the reader or hearer must either understand that part of the statement has a conventionalized, special meaning or take context into account in order to decode the implicature.³

b. Conversational implicature

A further key notion in pragmatic which has implicature for both the production and interpretation of discourse is the concept of conversational implicature. As Grice explain, a conversational

³ Paul Baker. *Key Term in Discourse Analysis*. (New york: British Library Cataloguing-in-Publication Data, 2011)p. 60

implicature refers to the inference a hearer make about a speaker's intended meaning that arises from they use of the literal meaning of what the speaker said. The conversational principle and it's maxims.⁴ Conversational implicature which is derived from a general principle of conversation plus a number of maxims which speakers will obey. The general principle is called the cooperative principle.

c. Maxim

According to Grice, cooperative principles distinguishable into four maxims: *the maxim of quantity, maxim of quality, maxim of relation, maxim of manner.*⁵

d. Bonansa English Show

Bonansa English Show is the one of English talk show programs in kediri. This program is held in every Tuesday at 08.00 p.m. every week. The topic and the guest will change. Everyone can join them. Bonansa English Show is the program talk show radio Bonansa Fm Kediri. The location of Radio Bonansa FM Kediri, in the Jl. KH Agus salim 134 Kediri. Every weeks they invite some guest, sometimes the students of senior high school, they also invite education practitioner.

⁴ Brian Paltridge. *Discourse Analysis An Intoduction*. (New York: British Library, 2006)p. 70

⁵ Grice Paul. *Logic and Conversation*. London. (Oxford University Press, 1975)p. 47