

CHAPTER I

INTRODUCTION

A. Background of the Study

In the communication process, it is expected that both of the speaker and listener use the language effectively so that communication can be processed properly. Communication happened in a society mostly uses language as its primary means. Communication helps people to express their ideas and feelings, and at the same time, it helps to understand the emotion and thoughts of others. There are three components of the communication process, they are: (1) the participants, (2) the information to be communicated and (3) a means that is used in communication. The three components that are a means of communication can be in the form of language, sign, gesture, etc. A language consists of grammatical and structural words that can be used to draw a meaning of what people uttered in communication. So, they need to learn how to restore face-to-face conversation when they meet a communication breakdown in their conversations.

As stated by Grice (1975) that speech can imply propositions that are not part of speech where the implicit propositions can be called conversational implicature. He classified implicature and developed an influential theory to explain and predict conversational implicature and described how they are interpreted in the sentence. Grice (1975: 28) states that conversational implicature connected with the maxims (aesthetic, social, or moral in character) especially connected with the particular purposes that talk is adapted to serve and is primarily employed to serve. He stated his maxim as if this purpose were a maximally effective exchange of information: this specification is, of course, too narrow, and the scheme needs to be generalized to allow for such general purposes as influencing or directing the actions of others. It can be concluded that conversational implicature is used to exchange information based on certain principles and leads to confusion and misunderstanding of listeners sometimes. One of

opportunities in which frequent use of conversational implicature can be found in political interviews.

In general, political interviews can be found on any news channel. News channels usually contain coverage of several news items and other information, whether delivered by radio, television stations, or by broadcast networks. There is an interview that occurs between both the speaker and the listener. One of the most popular news channels is CNN. CNN World Exclusive Interview is a news channel that broadcasts news for 24 hours in America. CNN's extended reach includes a number of cable and satellite television companies, several websites, and special channels with limited reach. CNN's main news program is usually presenting topics of choice around the broad areas of politics, economics, and other things that are in the main spotlight that is packaged in full. The CNN World Exclusive Interview presents a dialogue segment with prime informants who provide information accurately and deeply. It is equipped with direct reports and news from foreign countries. Many politicians invited by CNN World Exclusive Interview, one of the politicians is Recep Tayyip Erdogan.

Recep Tayyip Erdogan is a Turkish President who was elected in 2014. Erdogan was elected 12th President. He is also the first President of the Turkish Republic elected through general elections. Since his youth, Erdogan has chosen to lead a social life intertwining with politics. As a President, he was often invited to come to an interview from any television media. In the interview with Erdogan, CNN as one of the leading broadcast news in the United States and even the world asks several of the critical issues. Since Erdogan's answers are likely to be read by millions of loyal viewers of CNN, he will surely be careful in answering all the questions, he is aware that the answers will affect the public opinion on him. Therefore, he often flouts the cooperatives principle by Grice which generates implicature. He uses implicature because he tries not to be straight out in answering the questions.

However, the speaker does not rule out the possibility of intentionally flouting the principles to bring up the conversational implicature because the speaker has a specific purpose to use the implicature in their conversation. It is appropriate if this research to

use implicature because in the expression of conversation there are various possibilities for the emergence of implications. It means, the conversation that has not been revealed is also the reason why it chooses implicature, determine the meaning of a conversation is not easy because it is necessary to pay attention and listen to conversations that occur thoroughly in order to understand the context that is built in the conversation. So, this study is significant because politicians are very cornered with tortuous words. They often affirm things that mean something very different from what they literally say. They are very good at using language. They use language as a weapon in the political world.

Several studies have been conducted to investigate conversational implicature. Martini (2018) investigated a study under the title *Conversational Implicature of Indonesian Students in Daily Conversation* which examined conversational implicature of Indonesian students of English Education Department in the University of Kuningan in the daily conversation. Meanwhile, Huda (2013) analyzed a study entitled *Conversational Implicature Found in Euro Trip Movie* which describes the type of conversational implicature and what in the function of implicature used by the characters in *Euro Trip Movie*.

The relationship between previous research and present research are similar it is focused on analyzing the use of conversational implicature. But, the differences of the present research with the previous researches are the present research is focus to complement the research related to conversational implicatures and its maxim that uses the theory of Grice (1989). Most of the previous research is taken the data from the transcripts of drama, movie, and poetry as data sources. However, this study used a press interview as a source of data analyzed by conversational implicature and its maxim. The subject of the present research is Turkish President Recep Tayyip Erdogan.

In this study, the researcher is interested in studying the conversational implicature and maxim that used. Therefore, the researcher conduct research entitled AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN CNN WORLD EXCLUSIVE INTERVIEW WITH RECEP TAYYIP ERDOGAN.

B. Limitation of the Study

The researcher limits the study about “An Analysis of Conversational Implicature in *CNN World Exclusive Interview* with Recep Tayyip Erdogan” using conversational implicature theory of Grice (1975) and Yule (1996). As the writer theory that needs to analyze the conversational implicature of Recep Tayyip Erdogan in the interview as an object and all sentences or utterances using conversational implicature as the data. This research can determine the used of conversational implicature and maxim flouting used by Recep Tayyip Erdogan in *CNN World Exclusive Interview*.

C. Problem Statement

Based on the background of the study above, the researcher formulated the problems as follows:

1. What are the types of conversational implicature found in *CNN World Exclusive Interview* with Recep Tayyip Erdogan?
2. What maxims are flouted by Recep Tayyip Erdogan in *CNN World Exclusive Interview*?

D. Objective of the Study

Based on the problem statement above, the purpose of this study can be concluded for:

1. To identify the types of conversational implicature found in *CNN World Exclusive interview* with Recep Tayyip Erdogan.
2. To analyze the maxim flouted by Recep Tayyip Erdogan in *CNN World Exclusive Interview*.

E. Benefit of the Study

From this research, the writer hopes that this study has the benefits that are divided into theoretical and practical benefits, they are as follows:

1. Theoretical benefits:
 - a. To increase the knowledge of the use of pragmatic analysis of conversational implicature in interview with Recep Tayyip Erdogan.
 - b. To increase the pragmatic theory of the conversational implicature in press.

c. To learn more the conversational implicature in press.

2. Practical benefits:

a. Researchers

The use of leading conversational implicature is identified. It is hoped that the result of the analysis can be used in the next research as a reference for the research on the same scope.

b. Readers

The readers can enrich their knowledge about the use of pragmatics analysis in conversational implicature by the prominent figure. The readers can use the media as their analysis material especially in analyzing conversational implicature by prominent figures.

F. Research Paper Organization

The research paper consists of five chapters and the content of is described as follow:

Chapter I is introduction. It presents the background of the study, the limitation of the study, the problem statement, the object of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. It consists of theoretical review and previous study. The theoretical review in this research consists of the notion of pragmatics, sociopragmatics, scopes of pragmatics, implicature, cooperative principles, non-observance of the maxim, pragmatics context, and interview. The previous study in this research consists of ten previous studies that support this research.

Chapter III is research method. It presents the type of research, the object of research, the data and data source, the technique of collecting data, the data validity and the technique of analyzing data.

Chapter IV is finding and discussion. It consists of finding and the discussion of research finding.

Chapter V is conclusion and suggestion. This part is the final result of this research.