

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the study

Conversation Analysis is one type of discourse research and a detailed study of how people regulate and operate their daily lives. The conversational analysis focuses on interaction in conversations such as various movements by the communicator and how they control and regulate conversation sequences as apparent in their behavior. Conversation can be analyzed to discover and describe the underlying norms and practices interacting with the orderly thing. Conversation Analysis used to examine social conversations in two or more people. Also, it can use to examine both formal and casual conversations. CA constitutes an 'analytic mentality' that requires researchers to consider their data without pre-selecting concepts and theories to test or explore (Hester & Eglin, 1997). Every time people talk to each other, conversation is an essential thing in the lives of everyone. People usually use the mother tongue as the primary tool to communicate with people of the same nationality.

In contrast, with people from different nationalities, people use the language that they learned. Language is a tool to convey a message or a specific purpose. They speak using various forms of language to share information. Conversation Analysis analyses any conversation, but here the writer chooses to examine casual types of conversation. Goffman (1974, p.36) said two or more different people could take for the definition of the conversation. One can interpret it as casual speaking in a daily setting. CA can also be

applied to any situation, even from two people who have different backgrounds. The duration of the conversation will be ended in a long or short time depending on the compatibility and atmosphere that two speakers create. Regardless of the duration, CA can still analyze in any way between two speakers who are communicating.

This research used ethnomethodology, which is qualitative in type and emphasizes subjectivism. Porter (2007 as cited in Crescentini & Mainardi, 2009) states that he analyzed Rolfe's participation that there are two main ways to define qualitative research: refers to a method (identify the type of information has also been obtained, analyzed), and refers to the theory of knowledge and prior assumptions. Spencer, Ritchie, Lewis, & Dillon (Jefferson, 2004) stated no explicitly agreed-upon benchmarks of what constitutes quality in a qualitative policy evaluation method, nor is there a formal, agreed-upon standard for judging the quality of qualitative evaluation research. While Moleong (2004, as cited in Royadi et al., 2019) limits qualitative research, the research intends to understand the phenomenon of what is experienced by the subject of research. Behavior, perception, motivation, actions, and others meaningfully describe words and language specifically natural and utilize various scientific methods. In other words, the writer took data from the internal perspective of the conversation. The relationship between the first and second relationship parties is meticulous and normative. If the second partners is visible, the first speaker can, like, mimic the first act or seek an explanation because the second part is missing.

The application of conversation can use a variety of methods from face to face or using a smartphone to make a phone call or even a video call. When communicating, it will automatically have a pattern from the two speakers exchanged in one round, called

adjacency pairs. Adjacency pairs are consecutive turns by speakers and speeches from listeners that can "trace where it came from, what they did, and where they were going" during the conversation (Schegloff 2007 as cited in Mudra, 2018). Based on Levinson (1983 as cited in Sudana, 2020), adjacency pairs are the simplest way to maintain the direction of the conversation, which is a technique for selecting the next speaker. Adjacency pairs refer to the 'Conversation arrangement' where a conversation of one speaker depends on the greeting that another speaker has made. Conversation arrangement is the sequence of two related sayings by two different speakers. Each part of the pair identifies from the utterances that the speaker and listener have produced. Based on Orestrom & Coates (1983 & 2004 as cited in Mudra, 2018), this is an everyday basis for every speaker that has the response expected or not by the first speaker because each speaker will convey similar or different speech actions during the conversation. The writer interested in researching casual conversation because there are types of adjacency pairs found in casual conversation and can use for research. Some experts Schegloff and Sacks (1973), Paltridge (2006), Coulthard (1985), and Levinson (1983) (as cited in Yolannisa, 2019), have stated that there are several types of adjacency pairs: Greeting-Greeting, Compliment-Acceptance, Complain-Apology, Command-Compliance/Noncompliance, Blame-Admission/Denial, Assessment-Agreement/Disagreement, Assertion-Agreement/Disagreement, Apology-Minimization, Announcement-Acknowledgement, Warning-Acknowledgement, Threat-Counter Threat, Summon-Answer, Suggestion-Acceptance/Refusal, Request-Acceptance/Refusal, Offer-Acceptance/Refusal, Question-Answer, Invitation-Acceptance/Refusal, Leave Taking-Leave Taking.

In this study, the writer chose to examine a conversation from a podcast talk show on YouTube. YouTube is a site that provides many videos from different countries and has different content uploaded by individuals, organizations, well-known companies such as music or fashion companies. YouTube and other online videos are some of the fastest methods for viewing through sight and sound. They can also be an alternative to English listening or speaking classes (Watkins & Wilkins, 2011 as cited in Anggeraini, 2018). Using YouTube this site can help conversational research analysis to raise awareness of effective conversation techniques and common conversation problems that can avoid. We can find many contents to be used as conversational analysis research apart from talk show podcasts. For example, sports news, health, politics is also about health tips, managing money, business travel, recipes, automotive stuff, fashion, and more. Podcasts could find everywhere apart from YouTube. Spotify is one where many types of podcasts could find. Anyone can listen to podcasts about horror, comedy, true crime, lifestyle, health, business, technology, education, society, and culture. According to Dudeney & Hockley (2007, p 86 as cited in Anggeraini, 2018), podcasts are audio or video files broadcast over the internet and could download to mobile devices, iPad, iPods, laptops, and computers for listening or viewing during spare time. This podcast contains many languages, which could find in Indonesian and foreign languages in YouTube, Spotify, Soundcloud, etc. The proof of why people listen to podcasts now can be seen in a survey from Edison Research showing that Americans are in 21 million hours, which means that they listen to it (Willens, 2015 as cited in Vasquez Heilig et al., 2021). 21% of American podcast users were 12 years old or older on average during the past month. Noted that since 2008 there has been a two-fold increase in that 36% of Americans have listened to podcasts (Vasquez Heilig et al., 2021).

Therefore, these two speakers will succeed in achieving the desired goals in the conversation through the types of adjacency pairs found by the researcher. The writer also found several previous studies that only focused on adjacency pairs. First, Muhammad Rum (2018) analyzed between teachers and students that the types contained were greeting-greeting, question-refusal, question-answer, offer-acceptance. Second, Weby Yolannisa (2019) examined Ellen DeGeneres' Talk Show, where the types contained are suggestion-acceptance, assertion-disagreement, assertion-agreement, assessment-agreement. The writer attempts to find out what types of adjacency pairs and the social action performed through them.

### **1.2 Field of the study**

This field of study is Linguistics and is more specific in discourse.

### **1.3 Scope of this study**

The scope of the study is conversation analysis, especially adjacency pairs. This research is about finding the social action through adjacency pairs.

### **1.4 Problem Formulation**

The writer formulates the problems of the study of this research as follows:

1. A podcast owner and a doctor use what types of adjacency pairs through talk show podcasts?
2. What social action is achieved through the adjacency pairs in such contexts of the conversation?

### **1.5 Objectives of the study**

With regards to the problems mentioned, this research conducts to achieve the following objective:



1. Identify what types of adjacency pairs are used in the interaction between a podcast owner and a doctor through talk show podcasts.
2. To find out what social action is achieved using the adjacency pairs in the conversation between a podcast owner and a doctor through talk show podcasts.

### **1.6 Significance of the study**

The result expects to make the readers understand Conversation Analysis, especially adjacency pairs, to find out types of adjacency pairs by asking each other and responding. Discourse analysis is related to the use of language based on different cultural backgrounds, societies, and thought. Discourse analysis also plays a role in finding social action between both. It tells us the rules of the conversation, how to start and end the conversation, respond to a conversation by another speaker.

### **1.7 Definition of terms**

a. Conversation Analysis: Conversation analysis is the study of conversations generated in human interactions in everyday life. The conversational analysis characterizes how a conversation produces and how the meaning of a predetermined conversation is a social, practical, and interactional achievement of members of a culture (Hutchby & Wooffitt, 2008). It can describe as talk-in-interaction and ethnomethodology (Sacks et al., 1978).

b. Turn-taking: According to the universal system hypothesis and the cultural variability hypothesis, turn-taking is a universal system with minimal cultural variability dependent on language and culture (Stivers et al., 2009).

c. Adjacency Pairs: According to Crystal (1987 as cited in (Indarti, 2018), adjacency pairs are conversations that exchange turns and produce by different speakers. Levinson (1983, as cited in (Indarti

2018) also said that an adjacency pair is a pair of utterances that have the first and second parts.

