

Principles of Compliance and Conversation Implications in the Sultan's Event at SCTV Television Station March 2021 Edition (Pragmatic Approach)

Dewi Asmarita¹, Yenny Puspita², Siti Rukiyah³

^{1,2,3}Universitas PGRI Palembang, Indonesia.

dewiasmarita99@gmail.com, yenny_puspitaa@yahoo.com, sitirukiyah@rocketmail.com

Abstract

This study discusses the principle of politeness and conversational implicatures in The Sultan program on the March 2021 edition of SCTV television station (pragmatic approach). The problem in this research is how are the principles of politeness and conversational implicatures in the program The Sultan on the March 2021 edition of SCTV television station (pragmatic approach). The purpose of this study is to find out how the principle of politeness and conversational implicatures in the program The Sultan on the March 2021 edition of SCTV television station (pragmatic approach). The method used in this research is the postpositivism paradigm method to develop qualitative research methods. The source of the data in this research is the program The Sultan which is on the SCTV television station. Data collection techniques used are listening techniques and note-taking techniques. Based on the results of research and discussion, it can be concluded that the most common in the politeness principle are 13 maxims of compatibility, while in conversational implicatures there are 13 scaled implicatures.

Keywords

pragmatics; the principle of politeness; conversational implicatures



I. Introduction

Language is an important communication tool to express thoughts, feelings and desires to others (Imbowati, Mardikantoro, & Indiatmoko, 2018, p. 127). Language is a tool for communicating between humans. Humans are social beings who cannot be separated from language, to communicate with others, and to convey information from one party to another. Without language, humans will have difficulty communicating and even human relations will not be able to happen. The language is very diverse, ranging from regional languages, Indonesian, and international languages. According to (Achmad & Alek Abdullah, 2012, p. 3), language is a system of arbitrary sound symbols used by members of social groups to collaborate, communicate, and the sound symbol produced in communicating between speakers and listeners in conveying and receiving messages contains a lot of meaning from the speaker in it, so this is what is studied in pragmatic studies.

Language is the identity of a group. In Indonesia, regional languages are a cultural heritage that needs to be preserved, nurtured and developed. Therefore, knowledge of regional languages needs to be improved and efforts to foster, develop and maintain them need to be carried out. (Purba, N. 2020)

Spoken language is an interaction of two or more, it means that the speaker and listener involved in it. There are types of spoken language formal and informal. Formal is known as the official communication and need prepared before the communication, example of

formal communication is social gathering, speech and ceremony. Informal communication doesn't take places true the officially and the context of conversation is stretched in all direction. Purba, N and Mulyadi, 2020)

Pragmatics is study use language on base context use Pain, Eugenio, & Moore, 2000); (Yusny, 2013). The context in question is all situations that exist outside of speech, both verbal and nonverbal contexts in language use (Pranowo & Febriasari, 2020, p. 105) (Sagita & Setiawan, 2019, p. 188) pragmatics can also be said to be linguistics who studies the meaning what the speaker wants to convey to the interlocutor. The science of language is concerned with the analysis of what people mean by their utterances. According to Yule (2006:5) pragmatics is the study of the relationship between linguistic forms and the users of those forms. In this study, the researcher chose conversational implicatures to be studied, in addition to conversational implicatures, another field of pragmatic study that is interesting to study is the principle of politeness.

The principle of politeness is one aspect that will be discussed in pragmatics, the principle of politeness is an interaction that minimizes the effect of being disrespectful in social interactions based on what is said. The speaker and the interlocutor must work together in order to achieve the desired goal through the speech. In politeness there are several utterances, namely direct and indirect speech. According to (Satriawan, 2019, p. 132) direct and indirect speech acts formally based on the mode, sentences are divided into news sentences (declarative), interrogative sentences (interrogative), and imperative sentences (imperative). Conventionally, news sentences (declarative) are used to tell something (information); interrogative sentence to ask something; and imperative sentences to express orders, invitations, requests or requests. If the news sentence is used conventionally to do something; interrogative sentence to ask; and a command sentence to order, to invite, to ask, and so on, it will form a direct speech act, for example: Yuli takes care of her father. Who is it? Get my book! The three sentences are direct speech acts in the form of news sentences, questions, and commands. Indirect speech act is a speech act to order someone to do something indirectly. This action is carried out by using news sentences or interrogative sentences so that the person being ordered does not feel that he is being ordered. For example, a mother tells her child to take a broom, expressed by "Upik, where is the broom?" The sentence is in addition to asking and ordering his son to get a broom.

The well-known politeness principle has several maxims, namely the maxim of wisdom (tact maxim), the maxim of generosity (generosity maxim), the maxim of acceptance (appropriation maxim), the maxim of humility (modesty maxim), the maxim of compatibility (agreement maxim), and the maxim of sympathy (sympathy maxim).).

Being polite is one of Indonesian culture that should be applied in every communication. Be it communicating with older people or peers. Every conversation spoken by a person is a reflection of that person's behavior. It is said to be polite if you speak softly, and it is considered impolite when you speak rudely. (Nisa, Roysa, & Kanzunudin, 2021, p. 312).

After knowing some meanings from one of the fields of pragmatic study, namely the principle of politeness, the next is conversational implicature which is the basis for the second discussion in the research to be carried out.

Implicature is a conversation that occurs between the speaker and the interlocutor that states something indirectly and uses a certain hidden context in the conversation that occurs. According to (Achmad & Alek Abdullah, 2012, p. 137) implicature is an utterance that implies something different from what was actually said. Something "different" is the speaker's intention that is not stated explicitly. In other words, implicatures are hidden intentions, desires, or expressions of the heart. In real speech, the speaker and the speech

partner can communicate smoothly because they both have some kind of background knowledge about what is being said. Between the speaker and the speech partner there is a kind of unwritten conversational contract that what is being said is mutually understood. Conversational implicatures often occur in television broadcasts. (Purwa, 2015, p. 14) implicature is the implication of an utterance in the form of a proposition which is not actually part of the utterance and is not a necessary consequence of speech (Gunawan, 1994:52).

Television is a mass media that is growing very rapidly at this time, television is most in demand by the public, in its development television presents various types of diverse programs, in the form of news, films, FTV, and various entertainments that attract the attention of the public. One of the television programs that are quite popular with the public is The Sultan.

The Sultan program is one of the talk show programs that air on the SCTV television station every Saturday and Sunday at 23.00 – 00.30 WIB. Guided by two event guides who are rich like sultans, namely Rafi Ahmad, who is known by the nickname Sultan Andara, and Andre Taulany, who is known as Sultan Bintaro, and accompanied by a handsome and beautiful aide. The presenters Rafi and Andre are very good at breaking the atmosphere, they often chatter very excitedly with the guest stars, play roles and act ridiculous in unexpected ways.

Thus, the researcher examines the principle of politeness and conversational implicatures in the program The Sultan on SCTV television station. Because, The Sultan program on the SCTV television station contains many conversations that contain the principle of politeness and conversational implicatures.

Based on the description of the background of the problems that have been stated above, the researchers chose to conduct a study entitled Principles of Politeness and Conversational Implicatures in The Sultan Program on the March 2021 Edition of SCTV Television Station (Pragmatic Approach).

II. Research Method

The method used in this study is the postpositivism paradigm developing qualitative research methods (Sugiyono, 2016, p. 1). The data in this study is data in written form obtained from the principle of politeness and conversational implicatures between the host and the invited guests. The source of the data in this study is the program The Sultan which is on the SCTV television station. The technique in this study uses the listening technique and the note-taking technique. To test the credibility of the data, it is done by checking the data using source triangulation. According to Sugioyo (2013, p. 127) source triangulation is used to test the credibility of the data by checking the data that has been obtained through several sources. The technique used in this study is the intralingual equivalent analysis technique, according to (Mahsun, 2017, p. 120-121) Intralingual matching is a method of data analysis by connecting and comparing lingual elements, both in one language or in several different languages. The researcher used intralingual equivalent analysis technique to compare the utterances made by the presenters with the guest stars in The Sultan program on the SCTV television station.

The steps of the data analysis technique that the researcher did to conducting this research are as follows:

- a. Watch the video for The Sultan on the March 2021 edition of the SCTV television station.
- b. Listen carefully in the video for The Sultan on the March 2021 edition of the SCTV television station.

- c. Recording video conversations between the hostess and the guest stars of The Sultan show on the SCTV television station in written form.
- d. Observe the conversations that have been copied.
- e. Analyzing the principle of politeness and conversational implicatures in the conversation between pickle guides and guest stars in The Sultan program on the March 2021 edition of the SCTV television station.
- f. Concluding the results of the research in the form of politeness principles and conversational implicatures in the conversation between pickle guides and guest stars in The Sultan program on the SCTV television station.

III. Result and Discussion

Based on the research results, the researchers found as many as 24 principles of politeness and 31 conversational implicatures. Here are the results of the study:

3.1. The Context of Wisdom Maxim:

Andre's statement (473) confirmed that The Sultan's studio had been sterilized, all the crew on duty had also been swab with anti-gen. Andre also invited viewers at home to maintain health protocols by always complying with health protocols, wearing masks, washing hands and maintaining distance to break the chain of the corona virus. His opponent Rafi (474) ordered Andre and his aide to take off their masks and only wear face shields so that their faces can be seen on the camera.

Speaker : Andre

Opposite Speech : Rafi

(473) Andre: "That's right, and for the viewers in our house too remind us, let's all maintain health protocols by always obeying, wearing masks, washing hands, and maintaining distance to together we break the chain of spreading the corona virus "

(474) Rafi : "Yes, and now let's take off the mask first,we useface shield"

Analysis: Through the speech above, Rafi (474) ordered to remove the mask so that his face is still visible on the camera, but still adheres to health protocols by using a face shield instead of a mask. The purpose of Rafi's speech is to benefit others by continuing to wear a face shield instead of a mask so that the face remains visible on the camera. This utterance has complied with the maxim of wisdom.

3.2. Maxim of Generosity

Context: Andre (621) expressed his feelings that he was happy to see Keket now who has a more beautiful aura. Keket is the guest starring Cathrine Wilson in The Sultan who just arrived, but Andre's words are ignored by Keket.

Speaker : Andre

Opponent: Cathrine

(621) Andre: "I'm happy to see Keket is very fresh now, go out beautiful aurayes"

Analysis: Through Andre's story (621) above, it can be seen that Andre indirectly expresses his feelings to Cathrine Wilson in his speech, 'I'm glad to see Keket is very fresh

now, she has a beautiful aura'. This speech has complied with the maxim of generosity because he expressed his pleasure to Cathrine politely.

3.3. Context Humility Maxim:

In the conversation, Rafi previously asked about Ola's relationship with her husband, who previously had bad rumors, but Ola denied this by saying 'nothing', then Rafi (270) asked Ola again about the relationship with Aufar's husband, Ola (271). Say 'Alhamdulillah, fine'.

Speaker : Rafi

Against Speech: Ola

(270)Rafi: "Oh nothing, so howrelationship with brotherAufar?"

(271)Ola: "Yes, thank God its fine, yes its called marriage there must be ups and downs.

Analysis: Ola's utterance (271) above is in accordance with the maxim of humility stating gratitude because, Ola has indirectly humbled and expressed gratitude that her relationship with her husband is fine and if anything, it is natural because in Marriage has its ups and downs at times. It is marked by the word alhamdulillah.

3.4. Maxim of Match

Context: The previous story said that Kiki recognized a guest star who came to The Sultan's event at that time, she was Aleta Molly who had given Diamonds to Houtman Paris. Andre (21) said that he had also been given a diamond, but Kiki (22) and Rigen (24) could not believe that they had not been given a diamond as well.

Speaker : Andre and Rigen

Opposing Speech : Kiki

(21)Andre : "I was given too"

(22)Kiki : "Why don't we"

(23)Rigen : "Yeah, that's why we don't believe it."

(24)Kiki : "Yes, if we are given it, we will believe it."

Analysis: The utterances of Andre (21) and Kiki (22) above are violations of the maxim of compatibility because there is no agreement between the speaker and the interlocutor, both of whom do not comply with the maxim of compatibility, while the speeches of Rigen (23) and Kiki (24) are polite and obey the maxim of compatibility. because of the match between the speaker and the interlocutor, Kiki (24) matches Rigen (23) because Kiki justifies Rigen who said he did not believe Aleta gave the diamond to Andre.

3.5. Maxim of Sympathy

Context: Conversations between the presenters Rafi and Andre, they talked about who would be present as guest stars on The Sultan's show. Rafi (476) said the person had a birthday yesterday, Andre (477) wished the guest a happy birthday using English to the guest star who had not been named.

Speaker : Andre

Opposite Speech: Rafi

(475) Andre : "And even day We have a guest star, who is Sultan Bintaro?"

(476) Rafi : "Yeah, and he just had his birthday yesterday"

(477) Andre : "Wow, happy birthday"

Analysis: The above utterance is included in the maxim of sympathy, because Andre's speech (477) has shown sympathy for someone who is having a birthday, that person is a guest star who will be present at The Sultan's event.

3.6. General Conversational Implicature

Context: In this segment, they are assessing the models who have displayed the clothes they wore when they were models. Andre gave a score to one of the participants named Marsel. But he didn't mention numbers but said 'marselionking', the aide named Kiki didn't know what marselionking was and immediately asked Andre what marselionking was, Andre just answered that it was a letter, Kiki who felt that he didn't understand Andre's answer asked again 'what letter' Andre answered 'from that language'.

Speaker : Kiki

Opposite Speech: Andre

(605) Kiki : "Marselionking, what is it, what does it mean?" (606) Andre : "Letter"

(607) Kiki : "What letters?"

(608) Andre: "From that language"

Analysis: Andre's Story (608) which implies 'from that language' is included in the general implicature, because the word 'Language' is general in nature and has a broad meaning, the language here can be English, Indonesian, or other languages.

Context: The Sultan of the first segment will present a 21-year-old diamond entrepreneur named Aleta Molly. At that time, only Andre knew Aleta Molly, one of The Sultan's aides did not know him.

Speaker : Kiki

Opposite Speech: Rafi and Rigen

(09) Kiki : "Who is Aleta Molly, who is that?"

(10) Rafi : "You don't know Aleta Molly?"

(11) Rigen : "You don't know, Kik?"

(12) Kiki : "Do not know"

(13) Rafi : "Ah, then we'll get to know her, and then we'll call her Aleta Molly."

Analysis: Rafi (13)'s speech to Kiki (09) in a conversation quote proves that he wants to introduce Aleta Molly to Kiki because Kiki doesn't know who Aleta Molly is. Rafi's (13) speech is included in the special conversational implicature to inform, Rafi's (13) speech specifically wants to introduce Kiki to Aleta in the The Sultan event. Kiki's utterance (09) means that he does not know Aleta Molly, Rafi's (10) asks if it is true that Kiki does not know who Aleta Molly is, while Rafi's (13) speech means telling who Aleta Molly is so that Kiki the aide knows who Aleta Molly is.

3.8. Context Scaled Implicatures:

Andre told that Aleta is a diamond entrepreneur who owns a house with a mini golf park, besides that she also has hundreds of cats.

Speaker : Andre

Opposite Speech: Kiki

(33)Andre : "There's even a cat place, hundreds of cats"

(34)Kiki : "Hundreds of cats?"

(35)Andre : "The cats are all cool again" Analysis:

Through the speech above, the speech of Andre (33) which implies that there is a place for there are hundreds of cats in Aleta's house. While Kiki (34)'s story does not believe in the hundreds of cats owned by Aleta, Andre (35) tries to convince Kiki (34) by saying that Aleta's cat is cool. From this utterance, Andre (35)'s speech is included in the scale implicature because Andre (35)'s utterance uses the word all, it can be seen in the word in bold above, which means that the whole cat owned by Aleta is cool, using a higher scale than part.

3.9. Context Conventional Implicatures:

Kiki asks to be given a diamond, Aleta responds to Kiki's story with the answer 'yes' later, Aleta is a diamond entrepreneur, then Kiki says that she wants it in the form of case money.

Speaker : Kiki

Opposite Speech: Rafi

(29)Kiki : "In the form of a case huh?"

(30)Rafi : "But it's a diamond"

Analysis: The conventional implicature of 'but' is that the situation at that time was expected to be different, or perhaps vice versa in the future. When the speaker Kiki (19) generates an implicature of the question that she asks whether Aleta would like to give herself money in the form of a case instead of diamonds, however, her opponent Rafi (20) has the opposite implications for the speaker. With the implicature 'but' which adds an interpretation that is contrary to what is expected from these events, the above speech is included in the conventional implicature.

The principle of politeness is an interaction that minimizes the effect of impoliteness in social interactions based on what is said. The principle of politeness has several maxims, namely the maxim of wisdom (tact maxim), the maxim of generosity (generosity maxim), the maxim of acceptance (appropriation maxim), the maxim of humility (modesty maxim), the maxim of compatibility (agreement maxim), and the maxim of sympathy (sympathy maxim). .

Conversational implicatures are conversations that appear using a certain context that is hidden in the conversation, or you could say utterances that imply something different from what was actually said. Conversational implicatures are divided into several parts, namely, general conversational implicatures, special conversational implicatures, scaled implicatures, and conventional implicatures.

Based on the results of research on "Principles of Politeness and Conversational Implicatures in The Sultan Program on SCTV Television Station March 2021 Edition" found the principle of politeness and conversational implicatures, the principle of politeness consists

of the maxim of wisdom, the maxim of acceptance, the maxim of generosity, the maxim of humility, the maxim of compatibility, and sympathy maxim. While conversational implicatures consist of general conversational implicatures, special conversational implicatures, scaled implicatures, and conventional implicatures.

Significant characteristics of several maxims contained in the principle of politeness include, the maxim of wisdom, this maxim can usually be found in several utterances such as inviting, ordering, ordering, advising. This maxim of generosity is usually expressed in expressive sentences and assertive sentences, with the use of expressive and assertive sentences, it is clear that not only in ordering and offering something, a person must act politely, but in expressing feelings and expressing opinions he is still required to behave in this way. The humility maxim is found in assertive and expressive utterances as in the maxim of praise. This assertive utterance can usually be found if someone expresses their opinion, comments on suggestions, while utterances

Expressive is an utterance that shows the speaker's feelings. The compatibility maxim outlines each speaker and the interlocutor to maximize the compatibility between them and minimize the incompatibility between them and the sympathy maxim requires the speech participants to maximize sympathy and minimize antipathy to the interlocutor.

While the characteristics of the markers in several implicatures are general conversational implicatures, which are implicatures whose presence in the conversation does not require a special context. Specific conversational implicatures are meanings derived from conversation by knowing or referring to the (social) context of the conversation, the relationship between the speakers and their shared knowledge. Scaled implicatures are characterized by terms to express the quantity from the highest value scale to the lowest value, for example words (all, most, many, some, few, always, often, sometimes). Conventional implicatures do not have to occur in conversation, utterances that are included if the utterance uses the conjunctions 'even' and 'but' is one of the words-said this.

The results of the analysis carried out obtained several findings regarding the principle of politeness and conversational implicatures, in the principle of politeness that was found in the maxim of compatibility, the maxim of compatibility found as many as 13 maxims of compatibility, in which many contained conversational matches between the host and the guest stars. Meanwhile, in conversational implicatures, there are many special conversational implicatures and scaled implicatures. The general conversational implicatures found were 10 implicatures and the scaled implicatures were 13 implicatures, these two implicatures were found the most in the conversations of the hostess with the guest stars compared to other implicatures. The findings regarding special conversational implicatures are 6 kinds of statement-specific conversational implicatures,

Judging from research belonging to Intan Purnama Indah, a student at the University of PGRI Palembang in 2015 with the research title, "Principles of Politeness and Cooperation in Talk Shows Not Four Eyes on Trans 7 Television Station" this study describes the principles of politeness and cooperation by getting 77 speeches, consists of 42 utterances that comply with the principles of politeness and cooperation and 35 utterances that violate the principles of politeness and cooperation. and research conducted by Ary Widya Pratiwi, a student at PGRI Palembang University in 2020 with the title, "Implications in the Dialogue of Film Players There is Heaven in My House directed by Aditya Gumay." Previous research has found many forms and meanings of speech based on the context of the speech, and the implicatures contained in the film are conversational implicatures,

Judging from several previous studies, the similarities between previous studies and researchers both analyzed the principles of politeness and conversational implicatures. However, from some of the explanations above there are differences in one of the studies,

there are many finding the form and meaning of speech based on the context of the speech, and the implicatures contained in the film are conversational implicatures, general conversational implicatures and specific conversational implicatures, while the researcher analyzes implicatures about conversational implicatures, implicatures general conversation, special conversational implicatures, scaled implicatures, and conventional implicatures, as well as the principle of politeness when viewed from the form, there are several differences among which previous researchers discussed violations of the principles of politeness and cooperation and compliance with the principles of politeness and the principle of cooperation. the principle of politeness by discussing several maxims, namely the maxim of wisdom, the maxim of acceptance, the maxim of generosity, the maxim of humility, the maxim of compatibility and the maxim of sympathy.

IV. Result and Discussion

Based on the results of research and discussion, the principle of politeness is an interaction that minimizes the effect of being rude in social interactions based on what is said. The principle of politeness has several maxims, namely the maxim of wisdom (tact maxim), the maxim of generosity (generosity maxim), the maxim of acceptance (appropriation maxim), the maxim of humility (modesty maxim), the maxim of compatibility (agreement maxim), and the maxim of sympathy (sympathy maxim). , and conversational implicatures are conversations that arise using a certain context that is hidden in the conversation, or you could say utterances that imply something different from what is actually said, conversational implicatures consist of general conversational implicatures, special conversational implicatures, scaled implicatures and conventional implicatures.

The principle of politeness and conversational implicatures in the program The Sultan on SCTV television station found 3 maxims of wisdom, 1 maxim of acceptance, 4 maxims of humility, 13 maxims of compatibility, 3 maxims of sympathy, 3 general conversational implicatures,

10 special conversational implicatures, 13 scaled implicatures, and 5 conventional implicatures. The total of politeness principle is 24 maxims, while the total of conversational implicatures is 31 implicatures.

The researcher realizes that the research on "Principles of Politeness and Conversational Implicatures in The Sultan Show on the March 2021 Edition of SCTV Television Station (Pragmatic Approach) still has many shortcomings and is far from perfect, therefore the researcher provides some suggestions that might be taken into consideration. suggestions for further researchers, especially those who conduct similar research so that their research becomes even better, further researchers can conduct similar research by adding violations of the principle of politeness in conversational implicatures on other events or objects.

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