

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Human beings are social creatures who cannot live alone. They need to communicate each other to survive. In communicating, people share ideas, emotions or exchange information. The system of human communication is language.

Language can be used in speaking and writing. There are several kinds of media to use language. In written form, there are magazines, novels, books, newspaper, etc. In spoken form we can find news or talk shows.

Lately in Indonesia, a popular way that is used to discuss certain issues and share information is a talk show. A talk show is “a television or radio programme in which famous people are asked questions and talk in an informal way about their work and opinions on various topic” (Hornby, 2010, p. 1525). The guest usually discusses the topic that is related to himself, career, occupation or even a certain issue with the host. Talk shows are popular as they are cheap and get most direct participation from audience.

There are several types of talk shows on television such as Interview Talk Shows, Political Talk Shows, Issue-Based Talk Shows, Comedic Talk Shows, and Talk Show Hosts (Types of Talk Shows, n.d.). Nevertheless, the most interesting talk show that has a certain quality is a political talk show. It is a talk show which discusses special political issues that has public interest and impact on the government and the people.

It is not easy to talk in a political talk show. As Ilie says in her book, “The show host, usually a media personality, is monitoring most of the discussion by stimulating, guiding, and facilitating the participants’ roles and contributions to the program (for information exchange, confrontation, and entertainment).” (Ilie, 2001, p. 490).

The questions the talk show host asks may cause discomfort to the guest. However, the person who is invited to a talk show usually has to keep their good image during the discussion and answer the host’s questions as tactfully as possible without offending anyone. Furthermore, sometimes they try to use impressive words only for their own benefit.

There are many ways to make a statement sound impressive. We can add jokes, figures of speech, proverbs or even use language play. Interestingly, the purpose of all of them is to create a distortion of the matter. This is effective to many listeners. One of the effective methods is to use doublespeak.

As Lutz says in his book, “Doublespeak is language that pretends to communicate but really does not.” (Lutz, 1990, p. 1). Doublespeak is not used to lie but it is language that is intentionally constructed to hide its actual meaning to mislead somebody, specifically to prevent bad words or to make simple things

sound impressive.

It is very interesting to learn doublespeak. As listeners, we have to think before believing other people's words. However, as speakers, we also have to choose our words carefully when we are speaking with other people.

In this thesis I am going to analyze how doublespeak works in a political talk show, especially in Rhoma Irama's statements when he is invited to Mata Najwa Talk Show. The reason why I choose his statements is because I want to analyze how he composes the words in his statements to create a certain impression in the audience. He wants to show that he is serious and capable to be the 7th Indonesian president. I believe, in trying to convince the Indonesian people about this, Rhoma Irama uses doublespeak.

The approach in Linguistics that can be used to analyze Rhoma Irama's statements in Mata Najwa Talk Show is Pragmatics. I use the theory of Pragmatics because it helps me to reveal what the speaker, in this case Rhoma Irama, truly intends to say in his utterances. Yule states "Pragmatics is the study of how more gets communicated than is said." (Yule, 1996, p. 3). There may sometimes be unspoken things behind a speaker's utterances. As listeners, we must be able to interpret what the speaker really wants to say in his utterances.

It is important for us to know what the speaker is trying to say indirectly in the statements. Because of that, we must be aware of the speaker's intention, specifically when they use doublespeak in their statements for not being manipulated by their words.

The significance of my thesis is to make people realize that the use of doublespeak can change the listener's mind. Hence, people would not be too

easily manipulated by political statements and will be more aware of the possible use of doublespeak when they hear or watch a television talk show related to politics.

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1.2 Statement of the Problem

1. Which of Rhoma Irama's statements contain doublespeak?
2. What type of doublespeak is used in the statements?
3. What is the effect of doublespeak on the listeners?

1.3 Purpose of the Study

1. To find out which parts of Rhoma Irama's statements contain doublespeak.
2. To find out the types of doublespeak used in the statements.
3. To explain the effect of doublespeak on the listeners.

1.4 Methods of Research

There are some steps that I take in writing this thesis. First, I search for the theory of doublespeak in the library which can support my analysis. Second, I browse the Internet to select some talk shows to be used as my data. Third, I watch the talk shows and analyze the statements containing doublespeak. Finally, I answer all the statement of the problem and write this thesis.

1.5 Organization of the Thesis

My thesis consists of four chapters. Chapter One, which is Introduction, is divided into five sub-parts: Background of the Study, Purpose of the Study, Methods of Research and Organization of the Thesis. Chapter Two, which is Theoretical Framework, contains the theories that I use to analyze my data. Chapter Three, which is the analysis of my data, answers the three questions of

the statements of the problem. The last one is Chapter Four, which contains the conclusion of the discussion of the data. Bibliography and Appendix are also presented in this thesis.

