



The Study of Conversational Style and Preference Structure in Deddy Corbuzier's Podcast: Anies Baswedan Episode

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ABSTRACT

This study discussed about conversational style and preference structure in Deddy Corbuzier's Podcast: Anies Baswedan Episode. The objectives of the study were to find the conversational style used by Deddy Corbuzier and Anies Baswedan in the podcast, the preference structure used by Anies Baswedan as the second speaker, and the dominant types of preference structure used in the podcast. This study used the descriptive qualitative method. This study used the theories from Tannen (2005) about conversational style and Levinson (1983) about preference structure. The results of this study can be concluded as: First, the conversational style used by the speakers was high-involvement style (personal topic, faster rate of speech, tell more stories, and used higher pitch). Second, the types of preference structure used by Anies Baswedan as

the second speaker was preferred responses or positives responses (expected answer, agreement for assessment, and agreement for proposal). Third, the dominant types of preference structure occurred in the podcast was preferred responses because Anies Baswedan didn't use longer pauses and delay, used faster turn-taking, gives more stories, active speaker, and produces expected answer. In a talk show, a host must be dominant in expressing ideas, opinions, or questions to the guest star. So, the speaker can freely express their thoughts and answer any questions asked by the host properly. The conversational style of an active, precise, and interesting host will also produce good responses from the guest star.

Keywords:

Pragmatics, Conversational Style, Preference Structure, YouTube podcast

INTRODUCTION

Pragmatics is one branch of linguistics that studies language (Levinson, 1983). The conversation is one aspect of language that is discussed using the theory of pragmatics. The conversational style and preference structure are the topics in conversation analyzed in this research. The conversational style is not something extra or fancy, as if some people speak with style and others speak plainly. Everything that is said must be said in some ways, and that way is a style (Tannen, 2005). She stated that conversational styles are divided into two kinds, namely high-involvement style and high-considerateness styles. A high-involvement style is a conversational style when the person who is involved is very energetic, dominant, and develops the dialogue at a very fast speed. A high-considerateness style is a style when people wait for the other to finish their thought before responding and take more time to do that. The next concern of this study was about preference structure. Preference structure is an expectation of the first speaker to get acceptance from the second speaker by making a request (Levinson, 1983). Positive responses such as acceptances, granting, and agreements will be categorized as preferred responses while negative responses such as rejections, declining, and disagreements will be categorized as dispreferred responses. The researcher chose theories from Deborah Tannen and Levinson because they give the general types from conversational style and preference structure that easier to understand. These two topics were discussed in the talk show or conversation between two public figures in Indonesia on one of the social media platform, that is YouTube.

This study was important to be done because of some reasons. First, the study about conversational style and preference structure through YouTube Podcast was quite new to be analyzed. From this research, people will see the style of a conversation will determine the response of other speakers. And this response is known as preference structure, it can be preferred or dispreferred response. So, conversational style and preference structure have a close relation one to another. Second, this study aimed to describe the way a host can lead a conversation in a podcast to run smoothly and effectively. So, every question and discussion in the

conversation can understand well by the guest star. And in this chance, the guest star was nota general people, but the guest star was the governor of Jakarta, Anies Baswedan. He discussed the different topics with Deddy Corbuzier. It will increase the interest of other researchers or people to analyze this research or even to make further research in the same field.

Pragmatics is the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves (Yule, 1996) . Yule states that what speakers have is more than the words they say. To understand speakers" meanings, people might also pay attention to the context. Thus, pragmatics also concern with context. Yule also says that pragmatics should also consider aspects of context such as who people are talking to, when, where, and under what circumstances that will determine the way they say and what they want to say. Some individuals are active when they do a conversation with others. They will be very active and speak fast, with almost no pausing between turns, and with some overlaps or even completion of another turn. It's an individual known as a high-involvement person (Tannen, 2005). Meanwhile, other individuals are different when they do conversation or communication. They use a slower rate, expect longer pauses between turns, do not overlap, and avoid interruption from others. This style is known as a high-considerateness person (Yule, 2008). Conversational styles are divided into high involvement style and high considerate styles,

Tannen (2005):

a. High-involvement style

Speakers' conversation will be very active, that speaking rate will be relatively fast, with almost no pausing between turns, and with some overlap or even completion of the other's turn and they can control the topic of the conversation run very well. Example: In Ellen Talk Show, Ellen as the host is an attractive person because she can handle the show very well. Even sometimes she jumps in to share what is in her mind with the guest star and discuss it. She speaks very fast as well which indicated a high-involvement person.

b. High-considerateness style

Speakers use a slower rate when doing conversation with others, expect longer pauses between turns, do not overlap, and avoid interruption or completion of the other's turn. Example: In Ellen Talk Show in the episode with a child guest star, Nate Saltzer. He was listening to Ellen until she finished her question, then Nate will answer that sufficiently. It makes Nate categorized as a high-considerateness person. Some features of high-involvement style according to Tannen (2005):

1. Topic
 - a. Prefer personal topic
 - b. Shift topic abruptly
 - c. Introduce topics without hesitation
 - d. Persist
2. Pacing
 - a. The faster rate of speech
 - b. Faster turn-taking
 - c. Avoiding inter-turn pauses
 - d. Cooperative Overlap
 - e. Participatory Listenership
3. Narrative Strategies

- a. Tell more stories
- b. Tell stories in round
- c. Prefer internal evaluation

4. Expressive Paralinguistic

- a. Marked pitch and amplitude shifts
- b. Expressive phonology
- c. Marked voice quality

Preference structure is one aspect that is analyzed in conversation analysis like has been explained above. Levinson (1983) stated that the Preference structure is an expectation of the first pair part (First speaker) to get an acceptance from the second speaker by making a request. According to Levinson (1983), he indicated the general patterns of preferred and dispreferred responses.

Table 1. Levinson’s General Pattern of Preference Structure

FIRST PART	SECOND PART	
	Preferred Structure	Dispreferred Structure
Request	Acceptance	Refusal
Offer and Invitation	Acceptance	Refusal
Assessment	Agreement	Disagreement
Question	Expected Answer	Unexpected answer/ no

		answer
Proposal	Agreement	Disagreement

Levinson (1983) stated that preferred responses are produced without delay and the action is stated directly. Meanwhile dispreferred response recognizable by the following features on the table :

Table 2 Features of Dispreferred Response

No.	Features of Dispreferred Responds
1.	Delay and hesitate by a pause, and, or
2.	The explanation for not providing a preferred response (mention obligation, appeal for understanding, make it non-personal, give an account)
3.	Introduce with prefaces (markers: well, uh, partial agreement, appreciation, apology, or qualification)
4.	A declination component that addresses the first pair part (hedge thenegative, express doubt)

METHOD

This research was categorized as an observational study, that used a descriptive qualitative method because it provided explanations, word-expression, and many descriptions that commonly called soft data (Merriam, 1998) to investigate conversational style: high- involvement and high-considerateness and preference structure: preferred and dispreferred responses in the conversation between Deddy Corbuzier and Anies Baswedan in Deddy Corbuzier's Podcast. The data used in this research were the utterances from the host and the guest star recorded in the podcast. The researcher downloaded the data from YouTube by accessed the link <https://youtu.be/xlQruNwTF5Q>. In summary, in collecting the

data, the researcher conducted several steps as follows:

1. Watched the video by accessing the YouTube link. Then, chose the episode that analyzed in this research and the researcher chose Anies Baswedan Episode with the duration of about 30.13 minutes that uploaded on 14th November 2019.
2. Download the video and made the transcript of the conversation in Indonesia and translate it into English.
3. Then, classified and analyzed the words based on the objectives of this study used the theories from Tannen (2005) and Levinson (1983).

RESULT

1. The Types of Conversational Style used by Deddy Corbuzier and Anies Baswedan in The Podcast Content

The researcher used Tannen's (2005) theory about conversational style. According to this theory, there are two general types of conversational style such as high-involvement and high-considerateness style. The Podcast entitled "Anda Tidak Transparan! Anda Korupsi! Anies Baswedan VS Deddy Corbuzer" with a video duration of about 30.13 minutes that contains 148 dialogues between them. I analyzed 74 dialogues from the whole data.

Table 3. The Conversational Style Used by The Speakers

No.	Utterances	The Features				Types of Conversational Style
		Topic	Pacing	Narrative Strategies	Expressive Paralinguistic	

1.	D: Brother Anies Baswedan?	General	Faster	-	Average Pitch	HI
	A: Alhamdulillah	General	Faster	-	Average Pitch	HI
2.	D:Hahaha, Alhamdulillah	General	Faster	-	Average Pitch	HI
	A: I'm really happy	General	Faster	-	Average Pitch	HI
3	D: Me too, I'm really happy to meet Javanese like you	General	Faster	-	Average Pitch	HI
	A: Yes, I am Javanese	General	Faster	-	Average Pitch	HI
4	D: Oh Javanese, but can't speak Javanese	General	Faster	-	Average pitch	HI
	A: hahaha gua, lu (me and you in Jakarta modern language)	General	Faster	-	Average pitch	HI

Table 4. Total of Conversational Style Based on The Types

No	Subject	Conversational Style	
		High-involvement Style	High-considerateness Style
1.	Deddy Corbuzier	130	18
2.	Anies Baswedan	134	13

The table above shows that Deddy Corbuzier and Anies Baswedan use a high-involvement style. Both of them only produce little utterances that contain a high-considerateness style. Deddy Corbuzier produces 18 from 148 utterances that indicate a high-considerateness style. Meanwhile, Anies Baswedan only has 13 from 147 utterances. It means that both of them interest in the conversation and the topic discussed in the podcast. Tannen (2005) said that high-involvement styles marked by faster turn-taking without almost no pausing in the conversation.

2. The Types of Preference Structure used by Anies Baswedan

This part gave the data and data analysis to answer the second research question about “Preference structure used by Anies Baswedan”. This topic used the theory from Levinson (1983) that divided preference structure into two types: Preferred and Dispreferred Respons. According to Levinson (1983), preferred belongs to positive response and dispreferred belongs to negative.

Table 5. Preference Structure of Second Speaker

No.	Utterances	Preference Structure of Second Pair Part	
		Preferred	Dispreferred

			d
1.	D: Brother Anies Baswedan? A: Alhamdulillah	√ (Expected Answer)	
2.	D: Hahaha, Alhamdulillah A: I'm really happy	√ (Expected Answer)	
3.	D: Me too, I'm really happy to meet Javanese like you A: Yes, I am Javanese	√ (Expected Answer)	
4.	D: Oh Javanese, but you can't speak Javanese A: Hahaha gua, lu (me and you in Jakarta modern language)		√ (Delay)
5.	A: Hahaha gua, lu (me and you in Jakarta modern language) D: You can't		√ (Delay)
6.	A: It's become funny D: Ha yes Aku, kulo (me and you in Javanese)	√ (Agreement for assessment)	

The table above shows the findings of the second research question. The data analyzed based on the general pattern of preferred structure in table 2.1 and table 2.2 about the features of dispreferred responses in chapter II. Then, classify the types belong to preferred or dispreferred responses.

Table 6. Types of Preferred Responses

No.	Types of Preferred Responses	Total
1.	Expected Answer	56
2.	Acceptance for request	-
3.	Agreement for assessment	10
4.	Acceptance for offer and invitation	-
5.	Agreement for proposal	18
	Total	84

The table above shows the number of preferred responses found in Appendix II. There are four of five types of preferred responses that occur in the conversation, such as expected answer, acceptance for request, agreement for assessment, and agreement for proposal. The most types of preferred responses that occur in the conversation is expected answer with 56. Followed by agreement for proposal with 18 and agreement for assessment with 10. Meanwhile, the last types are acceptance for request and acceptance for offer and invitation with 0. So, there are 84 from 147 sentences that indicate preferred responses.

Table 7. Types Of Dispreferred Responses

No.	Types of Dispreferred Responses	Total
1.	Unexpected Answer	13
2.	Disagreement	5
3.	Refusal/Declination	2
4.	Delay	15
5.	Preface	23
6.	The Explanation for not providing preferred responses	6
	Total	63

This table shows the are six types of dispreferred responses that occur in the conversation. Such as unexpected answers, disagreement, refusal/declination, delay, preface, and the explanation for not providing preferred responses (mention obligation, appeal for understanding, make it non-personal, give an account). The dominant type is preface with 23. Followed by a delay in 15 and an unexpected answer in 12. While the least data are refusal/declination only with 3, delay with 4, and the explanation for not providing preferred responses with 6. So, there are 63 from 147 sentences that contain a dispreferred response. It means Anies Baswedan uses preferred more than dispreferred respond.

3. The Dominant Types of Preference Structure used in The Podcast.

Table 8. The Dominant Types of Preference Structure

No.	Preference Structure	Total
1.	Preferred Responds	84
2.	Dispreferred Responds	63

The table above shows that the dominant type of preference structure that occurs in the podcast is preferred to respond with 84. Meanwhile, the dispreferred responds only with 63. This section was analyzed based on the theory of Levinson (1983). He said that the responses from the second pair part will determine by the statement from the first pair part. There are two possibilities about this case: First, if FPP produces an energetic, enthusiastic, repeated statement without pause and delay the SPP will give preferred responses. Second, if FPP uses some pause and delay, long turn-taking, not using more stories, it will produce dispreferred responses.

CONCLUSIONS

Based on the findings and data analysis of the study, some conclusions can be explained. First, the conversational style used by Deddy Corbuzier and Anies Baswedan. The results showed that both of these speakers use a high-involvement style in their utterances. Second, the types of preference structure used by Anies Baswedan as the second pair part in the conversation. The results showed that Anies as a high-involvement person produced a positive response or preferred responses more than negative or dispreferred responses. Anies Baswedan has 84 sentences belong to preferred responses and 63 belong to dispreferred responses. The types of preferred responses that occurred in the podcast are expected answers, agreement for assessment, and agreement for

proposal, and the dominant type was expected answer. Meanwhile, the types of dispreferred respond occurred in the podcast are the unexpected answer, delay and hesitation, preface, refusal and declination, disagreement, and the explanation for not providing preferred responses and the dominant type was introduced preface at the beginning of the sentences. Third, the reason for the emergence of the dominant types of preference structure in the podcast. The dominant types of preference structure by Anies Baswedan occurred because the utterances didn't contain longer pauses and delay, faster turn-taking, gives more stories, active speaker, and the answer based on the questions or expected answer.

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