

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Conversation means a talk between two or more people in which thoughts, feelings, and ideas are expressed, questions are asked and answered, or news and information is exchanged (Cambridge Dictionary). According to Paltridge (2006;107), "conversation is the primary way in which people gather, share information, negotiate, and maintain social relationships.". The statement emphasizes the importance of conversation as a fundamental and necessary method of communication. It is the primary means for individuals to interact, share information, and maintain social ties. In a nutshell, talking is the most fundamental and important way for people to engage, exchange ideas, and form social bonds. Beside that, George Yule (1996) defined conversation as an oral contact between two or more persons who use language to convey their messages. Levinson (1983: 284) also defines conversation as a familiar prevailing discussion in which all participants freely alternate speaking. To ensure a conversation runs smoothly, two individuals are involved to take turns. Because when one person in the conversation unintentionally speaks simultaneously, it can hinder the objectives of the conversation. That's why sequence plays an important role in conversations. By understanding the concept of sequence in conversation and how messages are arranged and delivered sequentially, we can make communication more effective, including in the context of promoting a film. The

main goal of film promotion is to convey information about the film to the audience in an interesting way. By using the appropriate sequence in promotional communication, we can achieve the goal of promoting the film.

In linguistics, sequences are included in Conversation Analysis (CA) material along with turn - taking. CA is one of the materials in Pragmatics study. CA is described as the study of "talk-in-interaction" or everyday conversation. Although the term "conversation" is used, the focus of CA is not only limited to everyday conversations or chats but also involves various contexts in which conversation is a part, such as interviews, doctor-patient interactions, emergency service calls, and others (Schegloff, 1991). Harvey Sacks (1992) states that the basic principle of CA is that interaction should always be in a structured way. In conversation analysis, turn - taking is a process where participants in a conversation take turns speaking. Yule (1996: 72) states, Turn-taking is a system for rotating speakers during discussions. Besides, he also mentioned that adjacency pairs are part of turn-taking. According to Yule (1996: 72), adjacency pairs are automatically matched utterances in a conversation. This topic was then elaborated by Rebecca Clift (2016) who explained that besides turn-taking, there is a sequence that includes adjacency pairs.

If George Yule (1996) states that adjacency pairs are considered part of turn-taking, it differs from Rebecca Clift's opinion, who argues that besides turn-taking there is a sequence, in which adjacency pairs are part of the sequence. The purpose of sequence in analyzing the conversation is to make sure the conversation is coherent (Clift, 2016). The term "coherent" refers to how the

conversation unfolds whether it aligns with the context of the conversation or otherwise. This includes the idea of adjacency pairs. Adjacency pairs describe how the conversation between two people works well. This can be observed from the preference structure in adjacency pairs as mentioned by Yule (1996:77). This preference structure divides the conversation into the first part and the second part. The first part is usually filled with assessment, invitation, offer, proposal, and request made by one of the participants. Then the other participants respond to the utterance which is the second part of the preference structure adjacency pairs. The second part is also divided into two parts namely preferred and dispreferred. Preferred is a response from a participant who agrees or accepts. Meanwhile, dispreferred is an unexpected response or rejection.

The preference structure and adjacency pairs are significant to study conversation. This study also discussed the case of conversation in the The Tonight Show Starring Jimmy Fallon episode with Jenna Ortega. The Tonight Show Starring Jimmy Fallon is a program that invites many celebrities, musicians and public figures. This program is conducted by interviewing guests invited by Jimmy Fallon and discussing various topics, including promoting ongoing music or film projects. The interview that will be discussed by the writer is the episode with Jenna Ortega. The interview, conducted in December 2022, aims to promote the films starring Jenna Ortega, "Wednesday" and "Scream". As known, Jenna Ortega gained fame for her role as the main character in "Wednesday." The film "Wednesday" tells the story of a girl with extraordinary abilities who is transferred to a boarding school called Nevermore. Nevermore is a school where its students

possess supernatural powers. In this school, Wednesday, portrayed by Jenna Ortega, embarks on an adventure to uncover peculiar occurrences within the school and the case of a murder that takes place.

In the interview, Jenna discussed the background of the creation of her viral TikTok dance. Additionally, she talked about her upcoming film, "Scream" and told how she and the other cast members had fun making the film. The film "Scream" revolves around a mysterious killer known as Ghostface, who is synonymous with a black robe and a ghost mask. In this film, Jenna Ortega portrays Tara Carpenter, the protagonist and a girl who lives in the little hamlet of Woodsboro. She became one of the killer's targets, donning the iconic Ghostface mask. Tara must struggle for life while attempting to find out the mystery behind the killer's identity. From the interview, the writer wants to explore the preference structure within these conversations, determining whether the discussions ultimately align with the intended context (film promotion) based on the responses provided by both speakers. Beside that, the writer seeks to identify the types of adjacency pairs predominantly utilized in these interviews.

To discover the latest findings from this research compared to previous studies, the writers identified 5 previous studies. Among these 5 previous studies that focused on adjacency pairs, most of them examined the types of adjacency pairs and preference structure most commonly used in conversations. For example, in the study by Khomsa Bintana, Dwi Rukmini, and Ahmad Sofwan (2018), the researchers examined how the most dominant response (preference structure) was used in Trump's victory interview on '60 Minutes'. The most

dominant response found was the preferred response because the speakers responded positively to the questions, leading to smooth conversation flow. Additionally, the study by Weby Yolannisa (2019) was similar, focusing on the most commonly used response (preference structure), which was preferred, and also identified the types of adjacency pairs found in the interview between Ellen DeGeneres and Bill Gates, totaling 11 types: 1 pair of assessment-agreement, 2 pairs of assertion-agreement, 1 pair of assertion-disagreement, 6 pairs of question-answer, and 1 pair of suggestion-acceptance. The most frequently used preference structure in the interview was the preferred response, with a total of 10 instances and 1 dispreferred response.

Most previous studies have primarily focused on identifying the dominant types of adjacency pairs and preference structures used in conversations during interviews. Therefore, this study aims to update the research by incorporating how speakers respond to film promotion/marketing, also to explore whether film promotion/marketing is related to linguistics and how the conversation in the interview becomes engaging in terms of marketing. The corpus that the writer used is the latest episode with Jenna Ortega on Jimmy Fallon's famous talk show, "The Tonight Show".

1.2 Research Question

1. What types of adjacency pairs are dominantly used in Jimmy Fallon and Jenna Ortega interview in relation to the promotion of the films?

2. How is the form of response (preference structures) provided by the speaker related with the promotion of the films during the interview with Jimmy Fallon and Jenna Ortega?

1.3 Purpose of the Study

The purpose of this study is to provide additional information to readers about the types of adjacency pairs and the forms of responses used in the interview with Jenna Ortega and Jimmy Fallon. This study can also provide information on the relevance between linguistics and marketing studies and how conversation analysis can help structure the interview to attract interest in marketing objects.

1.4 Scope of the Study

This study focuses on analyzing the conversation between Jimmy Fallon and Jenna Ortega at The Tonight Show Starring Jimmy Fallon. The conversations used in this research are limited to using theories from George Yule (1996) and Rebecca Clift (2016) to analyze the types of adjacency pairs and preference structures (response) about promoting film in the interviews.

1.5 Significance of the Study

The author hopes this research can be useful for the readers, especially for English literature students to get references about the theory of adjacency pairs as well as contributing to the further development of interdisciplinary studies of linguistics and other fields.