

ABSTRACT

This study examines the turn-taking strategies used in the interaction between Jimmy Fallon and Taylor Swift in the episode "Taylor Swift Dives Deep into The Life of a Showgirl, Talks Travis Kelce's Proposal, Rumors & More" on The Tonight Show Starring Jimmy Fallon. Grounded in Conversation Analysis and using Stenström's (1994) classification of turn-taking strategies, this descriptive qualitative research aims to identify the types of turn-taking strategies employed by the host and the guest and to describe how these strategies are used to manage conversational flow. The data were collected from the video transcript of the episode, focusing on utterances that reflect taking, holding, and yielding the turn. The analysis identified 64 instances of turn-taking strategies, consisting of 23 data of Taking the Turn, 26 data of Holding the Turn, and 15 data of Yielding the Turn. The findings show that Holding the Turn, particularly through lexical repetition, was the most dominant strategy, followed by Taking the Turn realized mainly through taking over, while Yielding the Turn, especially appealing, appeared least frequently. The results indicate that Jimmy Fallon, as the host, primarily used strategies to direct topics and prompt responses, while Taylor Swift relied more on holding strategies to elaborate her personal stories and creative process. This study concludes that turn-taking in the interview reflects a cooperative and entertainment-oriented interaction rather than a competitive one, supporting the relevance of Stenström's framework for analyzing conversational management in contemporary media discourse.

Keyword: Turn-taking strategies, talk show, taking the turn, holding the turn, yielding the turn, Taylor Swift, Jimmy Fallon.

