

## CHAPTER I

### INTRODUCTION

This chapter presents the background to conduct this research. This includes background of the study, research of question, research objective, research significance and organization of paper.

#### A. Background of the Study

In everyday life, people are always communicating with each other. This is certainly happening because of humans' own needs as social beings. In addition, communication builds relationships and enables organization. Each message also has a specific purpose. Therefore, communication is an important aspect of human life.

Communication between humans consists of two kinds, verbal and nonverbal. In communicating, people use language to convey messages to listeners. The message itself can be an idea or meaning that will be conveyed to the listener. One form of communication is conversation.

Conversation is discourse mutually constructed and negotiated in time between speakers; it is usually informal and unplanned. It can also be defined as a human way of building social relationships. In this case, the conversation involves elements of speakers and listeners who must work together in order to create a good conversation. Moreover, conversations tend to occur in related and combined utterances. Each speaker is influenced by what the previous speaker said, and what each speaker says affects what the next speaker says.

In life, of course, human being has conversations with others in various ways, especially in the current era. In line with advances in technology, communication between humans is getting easier and more varied. One of them is through social media.

As Harvey often reiterated, with the advent of social media, interaction on a large scale has become easier for individuals than before (Harvey, 2014). One individual can now speak to multiple people, and instant feedback is a possibility.

Nowadays, the most popular social network is YouTube. Generally, YouTube is used as a means to get information and entertainment. However, it can also be used as a medium of communication between content creators and their viewers, either directly or indirectly. An example is the communication that an artist or idol make to their fans. The artist can upload live videos and create conversations with fans who respond to them through the comments field on the media. In addition, artists can also upload other videos such as their daily videos or other interesting vlogs.

In this study, the writer analyzes videos from the YouTube channel of a South Korean boy band, namely NCT DAILY. NCT stands for Neo Culture Technology. They are under SM Entertainment. In addition, NCT is a boy band with an unlimited member concept. Currently they have 23 members and several units. Their unit consists of NCT U, NCT 127, NCT DREAM and WAYV.

NCT is a global group because they have members from outside Korea such as from America, China, Japan, Thailand, etc. Therefore, because NCT has many international fans, through the NCT DAILY youtube channel, they create special content in English. One of the most popular content is *A Cup of Coffee*. This content contains conversations of NCT members who are fluent in English. In addition, *A Cup of Coffee* consists of 3 parts with the main hosts namely Johnny, Jaehyun, Mark, and Ten. Each episode has a different theme and they will invite other members to join them.

As previously explained, a conversation must have cooperation between the speaker and the listener. Furthermore, to make a good and comfortable conversation, both parties must understand what is called turn-taking. In short, turn taking is that participants know where and how to change the roles of speaker and listener.

In fact, there are things happening in a conversation that can interfere with the turn-taking. For the example speaking at the same time between speaker and listener (overlap), cuts another speaker's statement (interruption), etc. Therefore, using the theory from Anna Brita Stenstrom, the writer will analyze the turn-taking strategy contained in the video NCT DAILY: *A Cup of Coffee*.

Researchers saw some relevant research that has been done to be used as reference material or learning material. The first research was conducted by Arif (2021) entitled "*The Turn Taking Used In How To Survive A Pandemic Podcast By Michael Greger*". His research aimed to find the turn taking that occur in the Michael Gregers Podcast. This research focused on the turn taking strategies and its allocations in the podcast conversation . The results of this study, there were 2 data taking the floor starting up, 16 data taking over, 3 data interrupting, 23 data holding the floor of filled pause and verbal filler, 2 data silent pause, and 18 data lexical repetition.

In addition, the main reference for the writer in his research was the casual conversation that conducted by Richroll and Michael Greger in the podcast. This because, a podcast usually used casual language depending on the discussion or concept of the podcast itself. Moreover, the used of the theory from Anna Brita Stenstrom in this research also helped the writer to deeply understand how the theory was applied to a conversation in one of the content media platforms.

The second research was conducted by Ashidiq (2021) entitled "*Turn-Taking Strategies Of Conversation In Interview With Warren Edward Buffet On Squawk Box Business News*". Her research aimed to find the turn taking that occur in the interview with Warren Edward Buffet on Squawk Box Business News. This research focused on the turn taking strategies and its allocations in the interview conversation. The research result would be obtained the turn taking strategies types to help the conversation flow smoothly. Beside, there were also participants that did not wait for TRP (Turn Relevance Place) to have turns.

However, every participants in the conversation had a cooperative role. Based on the explanation, in addition to help the writer understand how to apply turn-taking strategies in a news conversation, this research was also a reference for the writer to understand turn-taking allocation. Therefore, it would be seen how someone can be categorized as polite by knowing who is having the turn and when they have to talk.

The third research was conducted by Dinhas (2018) entitled “*An Analysis Of Pauses, Overlaps, And Backchannels In The Zathura Movie By Jon Favreau*”. Her research aimed to identify pauses, overlaps, and backchannels spoken by the characters of Zathura movie. This research focused on simultaneous speaking and silence between turn by at least two speakers as well as the response of the listener from the conversation by the family members in Zathura movie. The results of this study was there were 37 data of overall numbers of pause, 62 data for overlaps, and 39 data of verbal backchannels are found.

In contrast to the three previous studies, this research places more emphasis on overlaps, pauses, and backchannels in the conversations in the movie. This research is a reference to understand how to apply overlaps that are considered as problems that can interfere with a conversation. However, apparently overlaps can be meant as cooperation, solidarity, and closeness. Moreover, this is related to the object of study which will be discussed in further explanation.

## **B. Research Question**

To conduct problem analysis with statements, the researcher placed them in two research questions, namely as follows:

1. What types of turn-taking strategies are used in the video NCT DAILY: A Cup of Coffee?
2. How are the allocation of turn-taking strategies applied in the video NCT DAILY: A Cup of Coffee?

### **C. Research Objective**

The purpose of the research is to achieve a particular result. Based on the statement of the problem above, the purpose of this research are as follows:

1. To know the types of turn-taking strategies used in the conversation of NCT foreign swaggers members.
2. To analyze the allocation of turn-taking strategies in the conversation of NCT foreign swaggers members.

### **D. Research Significance**

As the significance this study is expected to give more knowledge about language in social life of communication. Moreover, it can also help to understand the turn-taking strategies in conversation. Subsequently, this study can be use as an additional resource for other researchers who have the same interest in turn-taking study. This research is also expected to help other students to add insight so that they can apply turn-taking in phenomena of human interaction. Especially in an interview, talkshow, or other daily conversation.

### **E. Organization of Paper**

This research is organized into five chapters. To provide an overview of this research, the following is an explanation of the contents of each chapter :

1. Chapter I, is introduction. This chapter is about the background of the study, statement of problem, research objective, research significance, previous study, definition of key terms and organization of paper.
2. Chapter II, is theoretical framework. This chapter consist of related theories of the research. It provides an overview of conversational analysis, turn-taking, turn-taking strategies, and turn-taking allocation.

3. Chapter III, is research methodology. This chapter include research design, sample of data, source of data, technique of collecting data, and technique of analyzing data.
4. Chapter IV, are findings and discussions. This chapter provides the data findings and analyzing of turn-taking by using the related theories from the research.
5. Chapter V, are conclusions and suggestions. This chapter consist of the conclusion of the data finding and discussion and suggestions for further researchers who have the same interest in analyzing of turn-taking.

