

CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses the specifics of the study, which include research background, research problems, research objectives, research significances, previous study and definition of key terms.

1.1. Research Background

People need to communicate to satisfy their requirements as to social creatures. Thus, being able to communicate through language successfully is a crucial life skill. Communication is the act of transmitting messages to another person via language. In our daily lives, the conversation becomes a kind of communication that cannot be isolated from language. The conversation is a means for individuals to socialize, build, and maintain connections with one another (Liddicoat, 2007, p.1), conversation is a fundamental activity that every human being requires to sustain their life and preserve social relationships. In most cases, human connection results in a discussion. A conversation is a two-or more-person activity in which each participant contributes to the conversation, that was According to Dobson (1981, p.17), real conversation, on the other hand, is always the result of the interaction of at least two people. The rules of communication can help to structure and flow a discussion, however in reality, people do not always follow the rules, and there are unspoken rules in every conversation. The majority of individuals follow the rules instinctively. The current conversation will be disrupted and/or terminated if these rules are broken. These interactions are worthy

of study because they contain a variety of fascinating language phenomena such as interruption and repair. Conversation analysis is a term used to describe the study of conversation.

Conversation analysis is based on the assumption that there is much order in a conversation. Quoted from Wooffitt (2005 as cited in Liddicoat, 2007, p.2), Conversation is neither random nor unstructured; yet, the order that may be observed in a conversation does not indicate an underlying uniformity in a conversational structure that can be applied to other conversations. Liddicoat (2007, p.2) said the study of the organization and orderliness of social interaction is known as conversation analysis. It starts with the assumption that ordinary life activity, including discourse, is generated as rational and meaningful. The study of talk as a medium for individuals to conduct actions is known as conversation analysis. In this branch of research, every action or reaction that occurs due to a discussion between individuals is examined (Maynard, 2013, p.2). Turn-taking, adjacency pairs, preference organization, sequence organization, and repair are only a few of the topics covered by conversation analysis research. Misunderstandings between the participants of a discussion might also occur. As a result, the speaker or listener will have to reiterate or correct the inaccuracy in order for the information to be understood. Repair is the term for this occurrence.

The term 'repair' is described as a tool used in conversation to rectify a speaker's error and to determine whether or not the discussion's participants comprehend the conversation's goal (Schegloff et al, 1977, p.723). Repair is also meant to solve difficulties with speaking, hearing, or obtaining communication. They also distinguish between the person who initiates the repair and the person

who completes the repair. Repair is an interesting phenomenon to investigate. Repair, as compared to other subtopics under the research of conversation analysis, is still a topic that is seldom explored, despite the fact that it is an intriguing issue that is closely connected to the other subtopics in the study of conversation analysis. According to Liddicoat (2007, p.173) there are four types of repair strategies, specifically self-initiated self-repair, self-initiated other-repair, other-initiated other-repair, and other-initiated other-repair.

The greatest approach to examine the phenomenon of repair is through spontaneous conversations, in which the participants' continuous conversations are not pre-planned. Because the major goal of the repair inquiry is to discover the corrected mistakes, data from real conversations is recommended. The more natural the conversations are, the more data is gathered. Conversation exists not just in the physical world, but also in the digital world. YouTube is a well-known internet video sharing site. As cited from Cheng, Dale and Liu (2008, p.229) since its establishment in early 2005, YouTube has grown to become the most popular Internet website for a new generation of short video sharing services. Nowadays, YouTube has a significant impact on Internet traffic. As a result, the researcher is keen to analyze conversations on YouTube videos. Especially one of the biggest Beauty Channel on YouTube, James Charles.

James Charles is a YouTube star who also works as a cosmetic artist and is the first male CoverGirl ambassador. James Charles was even nominated for a Streamy Award and walked the MarcoMarco runway. Because of his artistic talents, entertainment, and impact on today's culture, James Charles is considered one of the top influences. He was able to earn a lot of fame as a male beauty expert. Being

a YouTuber who often makes videos about beauty products makes James Charles often invite other artists or influencers to make collab videos on his channel, such as Kylie Jenner, then influencers from Tik Tok who are on the rise like Addison Rae and then Charli D'amelio. Because the content of James Charles YouTube is about beauty, James usually does make up for them, while doing make up, usually James is always having conversations with his guests about their lives. The researcher is interested to analyze the conversation that occurred between James Charles and his guests.

1.2. Statement of Problem

Based on the problem described in the background, the statement of problem of this research is to examine the conversation between James Charles and his guests on James Charles YouTube Channel, which, if it is not in accordance with the rules of the conversation, will lead to a conversation that does not achieve the goal and has no meaning. If this is the case, the speaker is required to make repairs in order for the conversation to achieve its purpose and have meaning. In order to conduct an analysis of the problems with the statement, the researcher puts them in the two research questions that are as follows,

1. What are the types of repair strategies used in conversation between James Charles and his guest on James Charles YouTube Channel?
2. What are the patterns of repair completion used in conversation between James Charles and his guest on James Charles YouTube Channel?

1.3. Research Objectives

1. To identified the types of repair strategies in conversation between James Charles and his guest on James Charles YouTube Channel.

2. To identified the patterns of repair completion in conversation between James Charles and his guest on James Charles YouTube Channel.

1.4. Research Significance

The reader and the researcher both gain from the researcher's work. Theoretically, this study adds to the researcher's knowledge as well as that of readers who want to study more about conversation analysis of repair from James Charles's YouTube video. Practically, the purpose of this study is to become more familiar with and aware of the existence of conversation analysis of repair in James Charles's YouTube video, and it is hoped that this study will help readers, students of English Literature, and future researchers in their comprehension of conversation analysis especially repairs of conversation.

This research relates to several previously published studies on the object and study subject. Furthermore, because there are many theories associated with this research, it might assist the researcher in gaining an understanding of what the researcher is going to research. These previous studies all have different problems and study topics, allowing the researcher to compare and alter which studies are relevant to this one. Also, it's a sign that the researcher has never done something like this before, and that the researcher hasn't plagiarized from some of the past studies that have been chosen. The researcher learns about the theory and background study of the theory that is utilized for the problem and questions of current research by looking at previous studies.

The researcher looks at some relevant studies that have been conducted in order to deal with this research. The first researcher is Rheisa (2014), with her thesis "A Conversation Analysis of Repair in *The Oprah Winfrey Show: A Special*

Episode with Michael Jackson”, in her thesis, she found that the most common kind of self-repair mentioned in Michael and Oprah's conversation on The Oprah Winfrey Show is self-initiated self-repair. It appears 55 times in total. Additionally, other-initiated self-repair is a form of repair that is frequently used. It appears 12 times in total. The other two forms of self-repair, in contrast to self-initiated and other-initiated self-repair, which have a large number of occurrences, have a limited number of occurrences.

The second researcher is Pujarwanti (2019), with her thesis “A Conversation Analysis of Repair in Classroom Interaction”, she found that self-initiated other-repair is the most frequently appears in the type of repair, and one of the most common things that cause repairs is Cognitive difficulty.

The third researcher is Hasyim (2019), with her thesis “Analysis of Repair in The Ellen Show with Barrack Obama “ Her research aims to describe: 1) What types of repair are used by the participants in the talk show The Ellen DeGeneres Show? 2) How are the operations of repair realized by the participants in the talk show The Ellen DeGeneres Show? 3) Why are such types of repair found dominantly in the talk show The Ellen DeGeneres Show? As a result, she found that there are four types of repair however, only three of them were discovered in her object. The most common kind of self-repair mentioned in Ellen and Barrack Obama's talk on The Ellen DeGeneres Show is self-initiated self-repair. It appears 20 times in total. This situation appears regular since the participants in the talk show are usually aware of their own mistakes. Only twice does self-initiated other-repair emerge. This kind of happens when the speaker is at a loss for words and relies on his speaking companion for assistance. In reality, the guests on the talk

program The Ellen De Generes Show appear to be prepared to conduct such a discourse and grasp the subject.

The last researcher is Nurlela (2021), with her thesis “An Analysis of Repair in Conversation of Beauty and The Beast Cast on Totally Emma Watson YouTube Channel” Her research aims to describe: 1) What types of repair which appear in conversation of Beauty and the Beast Cast in Totally Emma Watson YouTube Channel? 2) How the participant use patterns of repair to complete repair conversation of Beauty and the Beast Cast in Totally Emma Watson YouTube Channel? As a result, she found that, the 55 repairs that were spoken by the individuals who took part in the conversation of the cast of Beauty and the Beast on Totally Emma Watson's YouTube Channel can be broken down into three categories. These categories are as follows: self-initiated self-repair, self-initiated other-repair, and other-initiated other-repair. The most common type, which is self-initiated self-repair, has been used 55 times. The conversation between members of the cast of Beauty and the Beast featured in videos uploaded to the Totally Emma Watson YouTube channel features the self-initiated self-repair type more frequently than any other type. There are 52 occurrences of it. In addition, there is a type of repair known as other-initiated other-repair, which is utilized quite frequently as the second type of repair. It is mentioned twice. Rare instances of Self-initiated other-repair that are started by the individual themselves. It only occurs once in the text. While other-initiated self-repair is the only type of self-repair that isn't covered in any of the three videos, it is still a type of self-repair. In order to deliver repair completions, there are four different patterns that are applied. Replacement is the pattern that occurs the most frequently in conversation between the cast members

of Beauty and the Beast on the Totally Emma Watson YouTube channel, with a total of 24 occurrences. Abandonment appears 12 times, while modification appears 15 times. The process of reorganization comes in last place and is mentioned four times.

The difference between all previous research above and the research that will be conducted is the object being studied because the object is different, therefore the output of the research results will be different. All of the research above uses conversation objects that occur directly, then live tv shows that do not have an editing process, while the object to be studied is a YouTube video that has gone through the editing process, even so, there are still many conversation repairs that occur which are interesting to analyze.

1.5. Definition of Key Terms

The researcher clarifies essential terms and explains some words to minimize misunderstandings about the terminologies used in this study.

- **Pragmatic** is a branch of linguistics and semiotics that explores the ways in which context contributes to meaning in speech and written communication.
- **Conversation Analysis** is a method for studying social interaction and talk-in-interaction that has had a substantial impact throughout the humanities and social sciences, including linguistics, despite its origins in sociological studies of ordinary life.
- **Repair** is the process by which a speaker recognizes a speech error and corrects it by repeating what has been said.