

CONVERSATION ANALYSIS OF THE INTERVIEW BETWEEN OPRAH WINFREY AND THE FOUNDER OF FACEBOOK MARK ZUCKERBERG

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ABSTRAK

This research entitled Conversation Analysis of Interview between presenter Oprah Winfrey and facebook founder Mark Zukerberg, has one objective that is to find out what type of conversation aspects found in the conversation. The thesis focuses the research on 4 aspects of conversation those are Adjacency pairs, Topic management, Preference Organization and Turn-taking.

The data of the research is a script of interview between presenter Oprah Winfrey and facebook founder Mark Zukerberg. The data which contains video and script which take place in a studio on September 24, 2010 and the duration is 8:02 minute. This video was downloaded from <http://lybio.net/mark-zuckerberg-oprah-winfrey/people/>. The video was transcribed into the script and found that there were 18 turns. Then it was analyzed based on theory by Paltridge to find out the conversation aspects.

From the data, based on the theory by Paltridge, it is found that there are 8 adjacency pairs that consist of 1 pairs of question - answer, 2 pairs of assessment- agreement, 2 opinion provide - comment, and 3 opinion provide - clarification. 6 topics were found in the conversation, all topics were initiated by the Oprah Winfrey and Mark Zuckerberg only follows. Oprah Winfrey acts as the topic initiation as she was the interviewer in the conversations so that she had to maintain the conversation moves on.

Beside the adjacency pairs, there are 8 preference organizations in the data. Researchers wanted to describe the types of preference organization into two parts; those are preferred response and dispreferred response. The result is researcher found 5 preferred responses. In the other hand researcher also found 3 dispreferred responses which consist of Opinion Provide - Clarification 3 pairs. 18 turns was taken by speakers in the conversation, 9 turns taken by Oprah Winfrey and 9 turns taken by Mark Zuckerberg.

Kata Kunci : Conversation Analysis, Adjacency Pairs, Topic Management, Preference Organization, and Turn Taking.

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