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Conversation Analysis on *America's Got Talent* Starring Putri Ariani Receives The Golden Buzzer From Simon Cowell

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Abstrak

Salah satu acara pencarian bakat yang populer adalah America's Got Talent (AGT), yang menampilkan berbagai macam artis yang berkompetisi untuk mendapatkan kesempatan memenangkan gelar tertinggi. Acara ini tidak hanya memikat pemirsa dengan penampilan yang memukau, tetapi juga menyediakan platform bagi para kontestan untuk berbagi impian dan aspirasi mereka. Acara pencarian bakat merupakan salah satu media yang dapat dijadikan sebagai bahan untuk analisis media percakapan. Fokus kajian utama dari penelitian ini adalah analisis percakapan. Analisis percakapan merupakan pendekatan penelitian dalam bidang analisis wacana yang secara khusus berfokus pada studi sistematis tentang pembicaraan yang terjadi secara alamiah serta struktur dan pola yang muncul dalam interaksi lisan. Penelitian ini bertujuan untuk mendapatkan pemahaman yang lebih mendalam mengenai dinamika linguistik dan interaksi yang terjadi dalam sebuah ajang pencarian bakat yang berisiko tinggi. Metode yang digunakan untuk analisis ini adalah deskriptif kualitatif sebagai metodologi penelitian. Data yang digunakan dalam penelitian ini berasal dari YouTube AGT yang berjudul "Golden Buzzer: Putri Ariani menerima GOLDEN BUZZER dari Simon Cowell | Auditions | AGT 2023" yang tayang pada tanggal 7 Juni 2023. Episode ini dipandu oleh Terry Crews dengan empat juri: Simon Cowell, Sofia Vergara, Heidi Klum, dan Howie Mandel, dengan peserta Putri Ariani. Durasi video berdurasi 12,57 menit. Hasil dari penelitian tersebut menunjukkan bagaimana para partisipan menavigasi percakapan, seperti memulai, mengambil alih, tumpang tindih, dan interupsi dalam percakapan. Penelitian ini menemukan strategi yang digunakan selebriti ketika berinteraksi di depan umum, terutama dalam konteks televisi. Oleh karena itu, para peneliti merekomendasikan agar penelitian lebih lanjut mengenai analisis percakapan dapat mengeksplorasi beberapa cara untuk memperdalam pemahaman kita tentang interaksi lisan.

Kata Kunci: *Analisis Percakapan, Turn-Taking, Video Youtube AGT*

Abstract

One of the popular reality talent shows is America's Got Talent (AGT), which showcases a diverse range of performers competing for the chance to win the ultimate title. The show not only captivates viewers with breathtaking performances but also provides a platform for contestants to share their dreams and aspirations. One of the conversation media genres is TV talent shows, here it could be seen daily conversation is taken in a wide variety of contexts. The main study focus of this research is Conversation analysis. Conversation analysis (CA) is a research approach within the field of discourse analysis that focuses specifically on the systematic study of naturally occurring talk and the structures and patterns that emerge in spoken interaction. Therefore, this research aims to gain a deeper understanding of the linguistics dynamics and interactions that take place in a high-stakes talent show setting. The method used for this analysis is descriptive qualitative as a research methodology. The data from this study were taken from AGT YouTube channel entitled "Golden Buzzer: Putri Ariani receives the GOLDEN BUZZER from Simon Cowell | Auditions | AGT 2023" which aired on June 7 2023. The episode was hosted by Terry Crews with four judges : Simon Cowell, Sofia Vergara, Heidi Klum, and Howie Mandel, with Putri Ariani as the participant. The duration of the video is 12.57 minutes long. The results of the study indicate how participants navigate conversations, such as starting up, taking over, overlapping, and interruptions in the conversation. The study uncovered strategies that celebrities use when interacting in public , especially in the context of television. Therefore The researchers recommend that further research on conversational analysis could explore several avenues to deepen our understanding of spoken interaction..

Keywords: *Conversation Analysis, Turn-Taking, AGT Youtube Video*

INTRODUCTION

Conversation analysis looks at how human interactions are put together and structured. Turn-taking, which focuses on how people in a conversation take turns speaking and the norms and patterns that guide this process, is a crucial component of conversation analysis. Turn-taking and conversation analysis can be used to examine the communication dynamics between the host, judges, and competitors in an AGT (America's Got Talent) YouTube video. This will help to reveal the complex ways in which their interactions take place. Through conversation analysis, we may examine the AGT YouTube video and identify the subliminal cues and techniques used by the participants to contribute to the general flow of the conversation and manage turn-taking. Through a greater understanding of the underlying mechanisms at work during the contact, this technique offers important insights into the dynamics of communication in a performance-oriented, high-stakes environment. This kind of research offers wider implications for the study of human communication and interaction, in addition to improving our understanding of the video content.

This analytical approach has been successfully applied to dissect dialogues within professional and workplace contexts (Drew & Heritage, 1992), scrutinize the dynamics of political speeches (Atkinson, 1984), and even explore the intricacies of media genres such as radio phone-in programs (Hutchby, 1996). One of the conversation media genres is TV talent shows, here it could be seen daily conversation is taken in a wide variety of contexts. The TV talent shows provide the viewers with a face-to-face interaction between host and their participant. Turn taking seemed a basic form of organization for conversation in this sense of basic, that it would be invariant to parties such that whatever variations the parties brought to bear in the conversation would be accommodated without change in the system, and that it could be selectively and locally affected by such social aspects of context (Harvey Sacks, Emanuel A. Schegloff, and Gail Jefferson, 1978).

RESEARCH METHOD

The method for this paper uses qualitative content analysis methodology and entails a systematic approach for examining textual or visual data within the social sciences. Krippendorff (1980), defines qualitative content analysis as "a research technique used to analyze the content of messages in a systematic and objective way to identify specific patterns and themes, with the aim of achieving a deep understanding of the meaning of the message." To commence the process, it is essential to clearly articulate the research objectives or questions that will guide the analysis. Choose pertinent data sources, such as interviews, articles, or documents, and engage deeply with the material to acquire a thorough understanding. Determine suitable coding units, whether they are phrases, sentences, or paragraphs, and formulate an initial coding scheme that aligns with the research objectives. Embed the coding scheme in pertinent theoretical frameworks, ensuring its ability to encapsulate essential themes and concepts. Employ open coding to permit the emergence of new categories directly from the data. Throughout the coding process, consistently reference the theoretical framework to uphold theoretical grounding and consistency.

RESULT AND DISCUSSION

The data presented in this chapter were taken from the conversation between the host, judges, and the participant on the talent show. The writer uses the transcription convention created by D. Schiffrin (1987).

Table I: Transcription Conventions

Symbol	Meaning
.	Falling intonation followed by noticeable pause (as at end of declarative sentence)
?	rising intonation followed by noticeable pause (indicates a question or uncertainty)
!	animated tone (the way a person speaks or expresses themselves or other feeling during the conversation)
...	Noticeable pause or break in rhythm without intonation (each half-second pause is marked as measured by stopwatch)
-	Self-interruption with glottal stop
CAPS	Very emphatic stress
[]	Speech overlap
=	Continuity of previous line of text (when lack of space prevents continuous speech from being presented on a single line of text)
Z	When speech from B follows speech from A without perceptible pause, the Z links the end of A with the beginning of B

(Participants Code)

TC: Terry Crews

SC: Simon Cowell

SV: Sofia Vergara

HK: Heidi Klum

HM: Howie Mandel

PA: Putri Arian

Transcription

SV: (1) Good evening.

PA: (2) Hello.

HK: (3) Hello.

SV: (4) Thank you for coming to AGT, what is your name?

PA: (5) My name is Putri Ariana.

(6) I'm 17 years old.

(7) I'm from Indonesia. ((Audience's applause))

SV: (8) Bravo!

(9) Putri, is this your first time in America?

PA: (10) This is my very first time!

(11) I'm so excited!

(12) I love all the things in here!

((Audience's applause))

SV: (13) What is your talent?

PA: (14) I am a singer.

SV: (15) How long have you been singing Z

PA: (16) Maybe since I was born

((Audience's laugh))

SV: (17) And what is your dream?

PA: (18) My dream is being the biggest divine in the world like when Houston and when
Grammy award.

SV: (19) OH WOW

HK: (20) YES

((Audience's applause))

SV: (21) Are you=are you going to School now?

PA: (22) Yes, I'm in high school but I hope that I can get into Juilliard's [college of music
for my college program.

[((Audience's applause))

SV: (23) Why AGT?

(24) Have you always wanted to come here?

PA: (25) I hope that I can win [America's Got Talent so I can reach my dream.

[((Audience's applause))

SV: (26) Okay we're so happy that you're here and [excited we want to see you

PA: (27) [thank you so much

SV: (28) Good Luck!

SC: (29) She's so [sweet

SV: (30) [So cute

SC: (31) Yeah.

(Singing performance)

((Audience's standing applause))

SC: (32) OH MY GOD

SV: (33) WOW

(34) Putri, how do you feel?

PA: (35) I feel so excited i-i-i can't = i can't believe it.
 (36) I actually=I can be here now.

SV: (37) It was AMAZING

PA: (38) Thank you!

SV: (39) We're all MESMERIZED by you!
 (40) YOUR VOICE
 (41) YOU'RE AN ANGEL

PA: (42) THANK YOU so much!

HM: (43) I think you just used the word.
 (44) You know a lot of people don't believe in angels and I think one just landed on
 our stage.

PA: (45) Thank you!

HM: (46) You're a SUPERSTAR

HK: (47) You sounded so beautiful tonight especially the very first song that you sang
 like how you switch from your chest voice to your head [voice=

PA: (48) [that's my

HK: (49) Yeah, sorry Z

PA: (50) Yeah, that's my original voice.

HM: (51) OH WOW, [that's even more AMAZING

HK: (52) [beautiful!

SV: (53) [WOW
 (54) Every-[every-every good

HM: (55) [WOW
 (56) WOW, she even didn't tell us that

((Audience's applause))

SV: (57) There're going CRAZY for you!

PA: (58) Thank you so much!

((Audience's applause))

SC: (59) Think, we're feeling the same thing.
 (60) You know – you're 17
 (61) You write songs you've got an amazing distinctive [voice=

PA: (62) [thank you so much

SC: (63) [I mean really = really good
 (64) You have a kind of a-a glow about you. (Audience's applause)
 SC: (65) And tell me about you're waiting for something at your school?
 PA: (66) Um...I really want to go – to – to [Juilliard's
 SC: (67) [Okay
 (68) I don't know whether this is going to make a difference or not however Z
 TC: (69) He's standing up!

((Audience's standing applause))

In this data analysis using the theory by Harvey Sacks there are four patterns of turn-taking, which is the starting up, taking over, overlapping, and interruption in the conversation.

Datum 1: Starting U

Harvey Sacks defines "starting up" as the beginning of a turn in conversation, where a speaker initiates a new topic or idea. It can be done by hesitant start and clean start, and participants will use some lexical items to signal the beginning of their turn. Sacks believed that conversation is organized in a highly structured way, and the way people take turns in conversation is a crucial part of this structure (Hutchby, 2019).

SV: (1) Good evening.
 PA: (2) Hello.

The starting point for work on sequential organization was the observation of how social communication and organization is based around the human actions performed in everyday talk (Evans, 2013). Based on the data, SV in (1) Initiates the conversation by greeting the participants. This is a typical starting point where the conversation begins.

Datum 2: Taking Over

Harvey Sacks defines "taking over" as a phenomenon in conversation where a speaker interrupts another speaker's turn and takes control of the conversation. This can happen when a speaker feels that the current speaker is not addressing the topic at hand or is not providing enough information (Evans, 2013). There are two taking over happen in the conversation, first is when PA in (48) takes over HK in (47) Takes over by responding and revealing her talent.

HK: (47) You sounded so beautiful tonight especially the very first song that you sang
 like how you switch from your chest voice to your head [voice=
 PA: (48) [that's my

HK: (49) Yeah, sorry Z

PA: (50) Yeah, that's my original voice.

She provides a direct response and maintains control of the conversation.

Datum 3: Overlapping

Harvey Sacks defines "overlapping" as when two or more speakers talk at the same time. This can happen when speakers are excited or passionate about the topic at hand, or when they are trying to assert their dominance in the conversation. Overlapping speech can occasionally be obtrusive, but it is also a natural part of conversation and can be used to signal agreement or disagreement with the previous speaker. There are two overlapping things happening in the conversation. First, when SC in (29) gives a compliment for PA but it overlaps with SV in (30) response to express agreement.

SC: (29) She's so [sweet

SV: (30) [So cute

Second, when HM in (51) give a compliment for PA but it overlaps with HK in (52) and SV in (53). First is when HK in (52) interrupts HM to express admiration for PA voice. This interruption occurs when HK breaks in during HM's response to express praise and admiration.

HM: (51) OH WOW, [that's even more AMAZING

HK: (52) [beautiful!

SV: (53) [WOW

Third, when SV in (54) also give compliment for PA but it overlaps by HM in (55).

SV: (54) Every-[every-every good

HM: (55) [WOW

Sacks believed that conversation is organized in a highly structured way, and the way people take turns in conversation is a crucial part of this structure. His work on turn-taking has been influential in the field of conversation analysis

Datum 4: Interruption

Harvey Sacks defines "interruption" when one speaker cuts off another speaker's turn before it is complete TPR. Harvey Sacks does not explicitly define "Transition Relevance Place" in his theory. However, Emanuel Schegloff, who was a close associate of Sacks and a key figure in the development of conversation analysis, refers to it as "the span that begins with the immanence of possible completion" (Flowerdew, 2012). This can happen when a

speaker feels that the current speaker is not addressing the topic at hand or is not providing enough information. There are four interruptions happening in this conversation.

SV: (54) Every-[every-every good

HM: (55) [WOW

(56) WOW, she even didn't tell us that

Based on the data, the interruption happens when SV's in (54) interrupts the ongoing conversation with an exclamation of surprise. Then continue HM's interruption in (56) with an exclamation breaks the flow of the conversation and draws attention to the surprise element. Then another interruption happens between SV in (57) and the audience

((Audience's applause))

SV: (57) They're going CRAZY for you!

Based on the data, SV in (57) interrupts the ongoing conversation to acknowledge the audience's response. SV interrupts the ongoing conversation to acknowledge the audience's reaction, diverting attention from the previous topic momentarily.

SC: (61) You write songs you've got an amazing distinctive [voice=

PA: (62) [thank you so much

SC: (63) [I mean really = really good

(64) You have a kind of a-a glow about you.

Based on the data, PA in (62) interrupts the ongoing compliment from SC in (61) to express PA's great fullness from SC admiration.

SC: (65) And tell me about you're waiting for something at your school?

PA: (66) Um...I really want to go – to – to [Juilliard's

SC: (67) [Okay

(68) I don't know whether this is going to make a difference or not however Z.

Last is when SC in (67) interrupts PA to respond to the question about her school. SC interrupts PA's comment to answer the question and provide relevant information.

CONCLUSION

One of the conversation media genres is TV talent shows, here it could be seen daily conversation is taken in a wide variety of contexts. Thus, the writer is interested in analyzing the turn taking in the conversation on AGT using Harvey Sacks perfective and other theory to support this analysis. By closely examining the discourse-conversation analysis of this particular AGT episode, the writer aims to gain a deeper understanding of the linguistic dynamics and interactions that take place in a high-stakes talent show

setting. This analysis to deepen the knowledge of discourse analysis in discourse research. The study uncovered strategies that celebrities use when interacting in public, especially in the context of television talk shows. This also means the kinds of strategies they use to make their conversations exciting and enjoyable for their audience. This analysis suggests that there are more elements to analyze in a conversation than perspective analysis. There are many factors to consider, such as facial expressions, gestures, body language, and how pragmatists are classified. To be concluded, conversation analysis is just one small way to analyze the course of conversations between people.

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