

# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND

In today's dynamic and competitive era, communication indeed plays a major and important role. This phenomenon has led to the rapid development of communication tools such as a telephone, hand-phone and pager. Communication via hand-phone and telephone, on the one hand, can be called common communication because it does not use the operator in the communication process in order to deliver the message but only the caller and the receiver. Communication via pager, on the other hand, is different from the mentioned above since it has an operator to transmit the message from message sender to the owner of pager. The conversation happens only between operator and message sender. It means the caller has to deal with the stranger in order to deliver the message to the receiver in which it is different from the telephone and hand-phone.

Unlike telephone operators whose jobs are simply answering the phone and connecting the addresser with the person he or she wants to contact, radio paging operators have additional tasks to also accept and transform addressers' or

consumers' messages through pager. Thus, the opening and closing signals they used are also different. Based on the unique characteristics of the communication via pager, the writer is encouraged to choose it as the subject of her study, especially the opening and closing part of the conversation. This is because different from common telephone operators, these pager operators have to deal with the message senders themselves from the first time they called the company to the end where they have already finished passing on their intended message. It means they have to go through and experience using the opening and closing signals. This condition mostly does not take place in the communication between the caller and a telephone operator since the operator only put the caller through the person he intended to **speak** and not take the message. As a consequence, closing signals often do not **occur** in the communication between the caller and the telephone operator.

**As** it has already been mentioned above, in sending the messages via Pager, the sender has to communicate or does the conversation first **with** the operator. The sender of the messages usually uses the opening signals to begin the communication before he or she delivers the messages **and** then closing signals **to** end the conversation. The example **of the** communication process in a **pager** conversation **can** be seen **as** follow:

*O: Easycall selamat pagi. Pager nomer berapa? (Easycall, good morning.*

*Pager's number please?)*

*S: Pagi, XXX (Morning, XXX)*

*O: Isi beritanya pak? (The message, Sir?)*

*S: Saya tidak bisa pulang **malam** ini (I can't go home tonight)*

*O: Selanjutnya? (Next?)*

S: Sudah itu aja, dari Steven. (That's all, from Steven)

O: Kami ulangi pak, untuk pager No.XXX dengan **berita** '....' dari Steven.

(we repeat it, Sir, for page No. XXX, the message is '....' from Steven)

S: Ya! (**Yes!**)

O: *Kami sampaikan , pak. (we deliver it, Sir.)*

S: *'Ma kasih (Thank you)*

O: Kembali , selamat **pagi** (You're welcome, good morning)

S: Pagi(Morning)

However, when the writer asked the pager's users, they said that sometimes many people, i.e the senders of the messages, get difficulties to open **and** end the conversation because they are not used to using a pager to deliver their message. They do not **know** how to **start** the conversation **and** how to end it. In other words, these message senders get difficulties in choosing the right words to begin and close the conversation because they do not **know** the form in opening **and** closing it.

Therefore, the writer is challenged to conduct **this** research to find out what opening and closing signals are used by the senders and **the** pager operators. It is hoped that through her study, the writer can help the sender of messages who gets difficulties in opening **and** ending the communication by using pagers. Besides, it has been stated that in every communication, usually people use the opening signals (**eg.** Hi, how **are you**; Good morning; Hi; etc) to **begin** the communication and closing signals (**e.g.** Thanks and bye-bye; I'm sorry I've to go. Bye; Goodbye; etc) to end the conversation. The communication cannot happen or cannot end if we do not use opening and closing signals. (Goffman; 1976) Thus, the writer chooses opening and closing signal between a pager operator and the senders of the messages **as** her thesis

problem.

Relating to the opening and closing of pager company above, the writer chooses Discourse Analysis as a guide and uses Schegloff theory (1968) about telephone conversation analysis as her main theory. Hence, based on the main theory above, the writer wants to find out what kind of patterns of Opening and Closing signals and sequences mostly used in the operators and message senders' conversation.

## **1.2 STATEMENT OF THE PROBLEM**

The message senders sometimes encounter problems when they want to communicate with others through a paging system, especially when they want to begin **and** close the conversation. It can be said in another way that they sometimes do not know how to begin and close the conversation. Therefore, in this study the writer would like to find some different ways to open and close **a** conversation by both message senders and pager operators from the three different companies. Dealing with this problem, she has several questions:

1. What **are** the opening and closing signals and sequences used by those senders and pager operators?
2. What is the most frequently pattern used by pager operators and message senders in opening and closing the conversation which occurs in the conversations?

## **1.3 PURPOSE OF THE STUDY**

Through this study, the writer wants to find out the pattern of opening and

closing the conversation in the pager communication. Moreover, the writer also has curiosity to **satisfy** the writer's **own** curiosity concerning the opening and closing signals and sequences done mostly in the conversations by the pager operators and message senders.

#### 1.4 SIGNIFICANCE

The writer aims that the senders of the message who want to send the message through **pager** and also the pager operators, will know which opening and closing signals mostly occur in a pager communication process. The writer hopes that they will know how to begin and close **the** conversation in order to make the communication **via** pager proceed efficiently. The writer also hopes this study becomes a basic study for further research on **the** same topic.

#### 1.5 SCOPE AND LIMITATION

In this study the Writer concentrated on the Discourse Analysis, especially about the **Opening** and Closing signals which existed in **the** conversations of the operators and message senders from the pager-operating companies in Surabaya. Since there are six pager companies in Surabaya, so the writer limits them **only to** three pager companies to save her limited time in doing **the** thesis. Those three companies **are** chosen because the writer wants to fulfill the validity of **data** for this thesis. Those pager companies **are** Motorollain. PT which **owns** "**Starko**", Telematrixindo. PT which owns "EasyCall", and the last is "Starpag" which is owned by Duta Pertiwi Santosa. PT. The writer chooses them because she got

difficulties in getting the data **from** other pager companies in Surabaya, and only the three companies above let the writer get her data there. The writer limits the data **only** to thirty conversations, ten conversations of each company, between the pager operators and the senders of the messages. Moreover, since this study was done on pager communication process among Indonesian people, thus the data will be analyzed in Indonesian language and some familiar English words.

## 1.6 DEFFINITION OF THE KEY TERMS

The following terms in this study were essential for the limitation of the study:

- a. Pattern is a model or plan used **as** a guide in making things (*Webster's New World Dictionary, 1991*).
- b. Pager is a communication tool that has three participants, the sender, the owner, and **the** pager operator. (*Longman Dictionary of English Language and culture, 1992*).
- c. Opening signals are the signals in communication about to begin and then begins the communication (*Hatch, 1985: 8*).
- d. Closing signals are the communication signals to show that the communication is about to end and then ends (*Hatch, 1985: 8*).
- e. The pager operator is someone who works at the pager operating company and gets the message via phone from the senders and s/he has to send them to the owner of pager (*Dwiyanti: 1994*).
- f The sender of the message is someone who sends the message or calls to the

owner (as a receiver) and s/he does it by phoning pager operator (*Dwiyanti: 1994*).

### **1.7 Organization of the study**

This study is organized into five chapters. The first chapter is introduction, which explains about the background of the study, statement of the problem, the purpose of the study, the importance, scope and limitation, definition of the key terms and organization of the study. The following chapter deals with the review of related literature. It contains the research theories, main and supporting theories, and the research studies. The third chapter clarifies the research methodology, which explains the approach of the study, subject, instrument, data collection, and data analysis. For the fourth chapter, it will explain and discuss all the data in her research. In other words, this chapter will pay attention only on the discussion and analyzing the data. For the conclusion and the findings, the writer will put them on the last chapter or Chapter five.