

# POWER OF INTERVIEWER IN “KICK ANDY” ON METRO TV<sup>1</sup>

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## ABSTRAK

*Penelitian ini berjudul “Power of Interviewer in Kick Andy on Metro TV”. Penelitian ini bertujuan untuk menggambarkan kekuasaan pewawancara yang digunakan Andy F Noya terhadap bintang tamu dalam talk show Kick Andy. Bentuk penelitian yang digunakan adalah deskriptif kualitatif. Dalam penelitian ini digunakan data rekaman sebagai alat koleksi data dengan menggunakan 2 data sampel percakapan antara pewawancara (IR) dan narasumber (IE), yakni episode “Reformasi Ala Amin Rais” dan “More Heroes Big Action”. Penelitian ini menggunakan beberapa pendekatan meliputi; discourse, power, cooperative and politeness principle dan conversation analysis. Hasil dari penelitian ini menunjukkan bahwa IR memiliki kekuasaan terhadap IE. Terdapat bentuk-bentuk kekuasaan yang dimiliki IR dalam wawancara; (1) IR berkuasa untuk mengendalikan jalannya wawancara, termasuk mengendalikan IE, (2) IR lebih menerapkan prinsip kooperatif Grice daripada IE, (3) IR berkuasa untuk membuat rangkaian pertanyaan terhadap IE, (4) IR sedikit menerapkan prinsip kesopanan Leech dibandingkan IE, (5) IR bertanya dalam bentuk single-word, single-phrase, dan single-clause return, (6) Berdasarkan alokasi giliran bicara, kekuasaan IR meliputi, IR mengalokasikan diri sendiri dan mitra tutur (IE) yang dikehendaki bahkan IR juga berkuasa untuk menerima, mengabaikan, serta untuk tidak menjawab pertanyaan dari IE, (7) IR berkuasa untuk membuka dan menutup sebuah percakapan serta membentuk sekuen percakapan yang IR inginkan, (8) IR melakukan tindakan interupsi kooperatif bentuk klarifikasi dan interupsi kompetitif.*

**Kata kunci:** kekuasaan, pewawancara, Kick Andy, discourse, prinsip kerjasama dan kesopanan, analisis percakapan

## Introduction

“Kick Andy” is a talk show which is shown on Metro TV. This talk show always puts extraordinary star guests. It does not only represents actresses or public figures as guests, but also politicians and other inspiring people. Besides, this talk show also extends an interesting topic in its every episode.

The Kick Andy talk show has been recorded as a qualified talk show. This talk show has got first rank by getting rate 47.1 percents (Kompas.com, ed., 2008).

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This percentage based on research result done by Institute of SET together with IJTI, Institute of Tifa, and other Networking of TV Public Observer.

Furthermore, Kick Andy talk show which is hosted by Andy F Noya has given more knowledge for the audience. By adopting heartwarming real story and inspiring people, Kick Andy has given additional knowledge for public. Therefore, this program can be said as mean of information, education, motivation, and inspiration for its public or audience.

Kick Andy is different from other talk show which always only wrecks film actress/actor. Kick Andy talk show wrecks people who have various backgrounds as well as inspiring public, for instance: politician such as Amin Rais who has made a reformation, students of junior high school such as Ria and Nindya who have given a contribution for *Jamban Bersih, Sehat, dan Jujur* (BSJ).

This talk show is interested and important to be researched. It is considered that Kick Andy has been regarded as inspiring talk show for public. It also nationally has got first rank of other talk shows. In addition, there is relationship between interviewer and interviewee which indirectly has an effect on quality and public interest of this talk show. Consequently, power relationship between interviewer and interviewee is needed to be researched. It is important to give information to the reader about power of interviewer toward interviewee in process of interview. It also can be used as reference for further research which is related to linguistics, especially in power relationship in conversation.

As it is known that a host or interviewer has authority in this field. In fact, host is obligated to hold a discussion. The dominance of interviewer also can be seen when asking questions to the interviewee. It causes an assessment that a host (interviewer) has more power over to the guests (interviewee). Therefore, it is beneficial to be researched how power of interviewer used by Andy F Noya to the guests in order to be understood and applied by the readers in social environment.

In summarize, it is important to be researched. By knowing about interview style especially in power of interviewer, it can influence its rating and quality. Besides, it can be made as material, example, even standardization for others.

Furthermore, to understand and analyze how power of interviewer of this talk show is, the researcher uses some approach theories. These approaches cover Gricean cooperative principle, politeness principle by Leech, and conversation analysis (CA) by Sack et al.

Moreover, this is different from previous researches - "Language, Ideology and Power Relation Reflected in the Editorial News of the Jakarta Post and the Jakarta Globe" by Sri Winarsih (2010) and "Power in Political Discourse of Barak Obama" by Kamal Shayegh and Nesa Nabifar (2012). First, focus of this research is on conversational power of interview. Second, the used data was different. Third, the

researcher uses a discourse as approach for this research. In addition, it is observed based on cooperative and politeness principles and conversation analysis.

## **LITERATURE REVIEW**

In this research, researcher uses theory of Gricean cooperative principle, politeness principle by Leech, and conversation analysis proposed by Sack et al. Besides, discourse is also used as an approach of this research.

### **Discourse**

According to Widdowson (2007: 6), discourse implies complex of communicative purposes. It refers to intention of first person in producing text and interpretation of second person in receiving that text. In a conversation, it can be described such as speaker and hearer. Speaker has own intention in delivering messages to hearer, likewise hearer has interpretation in receiving speaker's messages. Similarly, news in news paper where a writer is first person and a reader is second person.

Discourse is as utterances. It focuses on structure and function. Discourse which focuses on structures means that it needs to identify and analyze constituents, determine procedures for assigning to utterance a constituent status, discover regularities underlying combination of constituents, and make principled decisions about whether or not particular arrangement are well formed (Schiffrin, 1994: 42). Discourse which focuses on function means that it needs to identify and analyze actions performed by people for certain purposes, interpret social, cultural, and personal meanings, and justify people's interpretations of those meanings for the participants involved (Schiffrin, 1994: 42).

According to Schiffrin (1994: 41), discourse as utterance also implies several goals of discourse analysis. First, sequential goals: underlying principle of the order in utterances. Second, semantic and pragmatic goals: the organization of discourse, and the meaning and use of particular expressions and construction within certain context, and the influence of utterances to the communicative content.

### **Power**

According to Fairclough (1989: 43), power in discourse is concerned with discourse as a place where relations of power are actually exercised and enacted. He also explains that powerful participants are controlling and constraining the contributions of non-powerful participants (1989: 46). The constraint is on (1) contents, on what is said or done, (2) relations, the social relations people enter into discourse, and (3) subject, the subject position people can occupy.

Discourse in conversation, power can be seen through element of pragmatics and conversation analysis as a base. From pragmatics, it shows the way of interviewer in asking the questions. Besides, it also shows the act of politeness done by interviewer. While from conversation analysis, it is useful to see the structures of the conversation which indicate the power.

In conversational interview, it needs to know the relationship between interviewer and interviewee and how they express the message. Power of interviewer can be indicated from a mitigation or lack of information in conversation. In addition, power is also can be seen through how interviewer interrupts and controls as well as handles the process of interview. It belongs to act of politeness done by interviewer to interviewee in an utterance.

### **Cooperative and Politeness Principles**

Pragmatics is a study of meaning of language use in a context. This context covered 2 matters; social context and societal context. Social context is occurred as factor of social community and particular culture. However, societal context is occurred as factor of rank in society and its culture.

#### **1. Cooperative Principle**

In study of pragmatics, Grice in Schiffrin (1994) proposes cooperative principle in communication so that message can be well conveyed. This principle consists of 4 maxims as follow:

a. Maxim of Quantity

In maxim of quality, speaker is expected to be able conveying enough information and doesn't give excessive information.

b. Maxim of Quality

Maxim of quality means speaker is able to convey information appropriate to the fact.

c. Maxim of Relevance

In maxim of relevance, between speaker and hearer have good cooperation. It means both are able to give relevance contribution about topic of talking.

d. Maxim of Manner

Maxim of manner means speaker is able to convey the message directly and clearly.

## 2. Politeness Principle

In study of pragmatics, Leech in Schiffrin (1994) also extends that there is politeness principle in doing communication. This principle is divided into 6 maxims as follow:

- a. Tact Maxim: minimize cost to other. Maximize benefit to other.
- b. Generosity Maxim: minimize benefit to self. Maximize cost to self.
- c. Approbation Maxim: minimize dispraise. Maximize praise of other.
- d. Modesty Maxim: minimize praise of self. Maximize dispraise of self.
- e. Agreement Maxim: minimize disagreement between self and other. Maximize agreement between self and other.
- f. Sympathy Maxim: minimize antipathy between self and other. Maximize sympathy between self and other.

## Conversation Analysis (CA)

Conversation Analysis (CA) is a structural methodology for analyzing talk (Schiffrin, 1994: 341). This focuses on speech production on turn-taking organization; search for recurrent pattern, distribution, and form of organization of talk.

### 1. Types

#### a. Turn-Construction Components

Turn-construction component is the component which builds the turn at talk out. According to Sack et al (2004: 702), there are various unit-type which speaker may set out to construct a turn; (1) single-word turn, (2) single-phrase turn, (3) single-clause turn.

#### b. Turn-Allocation Components

Sack et al (2004: 703) has distributed turn-allocation component into two groups; (a) those in which next turn is allocated by current speaker selecting next speaker and (b) those in which a next turn is allocated by self-selection.

## 2. Sequential and Sequence Organization

According to Schegloff (2007: 2), sequential organization is different from sequence organization. Sequential organization refers to kind of organization for the relative positioning of utterance, whereas sequence organization is focused on meaningful succession or sequence of action in turn-at-talk-coherent.

According to Cutting (2002: 31), there are three types of sequence which emerge in stretches of utterances. They are pre-sequences, insertion sequences, and opening and closing sequences.

- a. Pre-sequence; it is placed before first pair part. In other word, it is said as a small sequence of interaction designed to come before main action of sequence.
- b. Insertion; it is placed between adjacency pair – between base pair part and base second pair part. It means that the base second pair part is shifted for the initiation of insert sequence.
- c. Opening and closing sequences are conventional structure. Opening sequence is placed at the beginning of utterances and it tends to contain a greeting, an enquiry after health, and past reference. While, closing sequence is placed at the end of utterances and commonly contains for “saying good bye” or be separated.

## 3. Interruption

Interruption is the act of interrupting somebody’s speaking. According to Tanen in Reznik (2004) describes two different types of interruption; cooperative and competitive. Cooperative interruption is words of agreement and support and anticipation of how their sentences and thoughts would end. For example;

→ Patient : but I don’t have [a bath very often] and ...  
Physician : [oh really that’s in]teresting, interesting  
(Gnivter, ed., 2004: 153)

Meanwhile, competitive overlap is described as having a tendency to “usurping or switching the topic”. For example;

Erica : ouh forgot what I was going to say○  
Mark : oyeah I think [that○

→ Erica : [↑OH! Oh I know I read an article recently in the ↑times that said that they're gonna decrease the prices of cds – by thirty per↑cent so a cd that used to cost eighteen dollars is gonna cost like thirteen, now.  
(Teacher College, Columbia University Working Paper in TESOL & Applied Linguistics, Vol. 4: 7)

### **The Kick Andy Show**

Kick Andy is a talk show which represents not only actresses or actors, but also the inspiring public figures from various areas or circles. The Kick Andy talk show is shown on Metro TV. It is broadcasted every Friday at 09.30 p.m. In addition, this talk show has attracted public's attention. Because of that, this has regarded as an inspiring talk show for public. It has been proven that in 2008, this talk show got rate until 47.1 percent (Kompas.com, ed., 2008).

Furthermore, this talk show is guided by a host namely Andy F Noya. He is a host who plays role as interviewer of this talk show. At the beginning of his career as journalism, Andy is then relied as host in a talk show which is named by his name that is Kick Andy. Before becoming host of talk show Kick Andy on Metro TV, he also has had experiences becoming host in Jakarta Round Up and Jakarta First Channel program in Radio Trijaya for five years (1994 – 1999)(Kompas.com,ed.,2008).

### **METHOD**

#### **Research Design**

This research is designed as descriptive qualitative design. This design is used because in this research, it describes forms of power of interviewer which is explained by words. Besides, this description is a description of qualitative data, not numeric. According to Dornyei (2007: 26), qualitative research is categorized as verbal data (non-numerical data). Besides, it is normally determined left open, flexible, and be able to account by description (non-statistical method).

In consequence, it is applicable for this research because (1) the used data of this research is spoken data which can be gotten through recording, (2) the main instrument of this research is human that is interviewer and interviewee, and (3) this research concerns in power of interviewer which is analyzed through data of conversational interaction (qualitative data) between interviewer and interviewee in Kick Andy Metro TV.

Meanwhile, this research focuses on describing, understanding, and clarifying power used by interviewer Andy F Noya as a host of talk show Kick Andy. Thus, it is useful to apply description to explain the analysis.

## **Technique of Data Collection**

Base on Wray, Trott, & Bloomer (1998: 153), in doing this research, it is applicable to use tape-recording data as a technique for collecting data. Because the object of this research is kind of TV program, so video recorder is chosen and used as a main tool to get the data. In doing this research, researcher is not part of research group. Besides, researcher uses observation function as exploration.

## **Population and Sample**

The data population of this research is episodes of Kick Andy Metro TV from January to August 2012. While, to get the sample, it is used opportunistic sampling method. According to Dornyei (2007: 129), this is an unplanned and potentially haphazard procedure. It means that it is followed on the spur of the moment. Through this method, it is acquired the two selected episodes. Those are “Reformasi Ala Amin Rais” and “More Heroes Big Action”.

## **Technique of Data Analysis**

Because the data are qualitative that is interview transcription, it is inherently a language-based analysis (Dornyei, 2007: 243). In examining and exploring the data, researcher uses Discourse Analysis (DA) as an approach whereas Conversation Analysis (CA) as a technique or method of analyzing spoken data.

## **RESULTS AND DISCUSSION**

### **Power of Interviewer in Conversation**

In conversation of the Kick Andy talk show, a host/interviewer (IR) has power over the guest (IE) related to ask question. Such as an interview, an IR always wants to get deep and detail information toward IE that is by asking questions continuously toward IE. On the contrary, the duty of IE in interview precisely keeps on answering IR's questions. In other word, IR is in command to control the path of interview, including controlling IE. It is different from IE who just follows the path of interview which is controlled by IR.

The table below explains about sum of the implementations and violationsof Gricean cooperative principle in both episodes.

Tabel 1:  
The Implementations and Violations of Gricean Cooperative Principle

Data Episode	Implementation				Violation			
	<b>Qn</b>	<b>Ql</b>	<b>R</b>	<b>M</b>	<b>Qn</b>	<b>Ql</b>	<b>R</b>	<b>M</b>
A	33	51	39	50	19	1	13	2
B	65	87	88	94	30	8	7	4
<b>TOTAL</b>	<b>98</b>	<b>138</b>	<b>127</b>	<b>144</b>	<b>49</b>	<b>9</b>	<b>20</b>	<b>6</b>

History:

- |                                      |                    |
|--------------------------------------|--------------------|
| a: Episode “Reformasi Ala Amin Rais” | Qn: Quantity Maxim |
| b: Episode “More Heroes Big Action”  | Ql: Quality Maxim  |
|                                      | R: Relevance Maxim |
|                                      | M: Manner Maxim    |

From the table above, it gives the evidence that it is occurred a number of implementations and violations of Gricean cooperative principle in conversation between IR and IE. Totality, the implementation of quantity maxim is 98, quality 138, relevance 127, and manner 144. Besides, totality of its violation is quantity 49, quality 9, relevance 20, and manner 6. Hence, it can be concluded that implementation of Gricean cooperative principle is more than its violation.

Furthermore, the table below explains the comparison of violation of cooperative principle between IR and IE.

Tabel 2:  
The Violations of Cooperative Principle

Violation	Quantity	Quality	Relevance	Manner
IR	11	1	-	2
IE	42	9	21	5

Totally, IR shows his power in his utterance that is by doing or violating the politeness principle Leech. IR has authority to do or violate those principles. Nevertheless, in that conversation, IE also often does or violates those principles. Thus, there are similarity between IR and IE in implementing and violating the politeness principle of Leech.

However, there are differences on quantity between IR and IE in implementing the politeness principle Leech. On the following table, it is explained the difference IR and IE related to the politeness principle by Leech.

Table 3:  
Politeness Principle by Leech

Politeness Principle by Leech	Implementation		Violation	
	IR	IE	IR	IE
Tact	2	-	-	-
Generosity	-	-	-	-
Approbation	5	-	5	2
Modesty	-	2	1	1
Agreement	14	90	1	3
Sympathy	8	6	-	-
<b>Total</b>	<b>29</b>	<b>98</b>	<b>7</b>	<b>6</b>

Relationship between IR and IE which is occurred in this conversation is that IR has power over to IE. IE is indicated powerless because IE more often talks respectfully toward IR. Different from IR, IR is indicated powerful because quantity of polite talks is rare or less than IE. Therefore, power of IR is indicated with the quantity of his polite talks where IR has quantity of politeness is fewer than IE.

### Form of Conversation in Asserting Power of Interviewer

The next power of IR is seen from what components of turn of talking look like. In this talk show Kick Andy, form of IR's power is shown through IR's questions which is brief that is using single-word, single-phrase, and single-clause turn. Beside it is used to get deep and detail information as much as possible, three forms of this question are also used IR in order to be understood by IE. Afterwards, IE answers IR's questions so IR can get the needed information. Below is the table of turn-construction component which is used by IR in interview.

Table 4:  
Turn-construction Component Implemented by IR

Data Episode	Turn-Construction Component (IR)		
	Single-word turn	Single-phrase turn	Single-clause turn
a	8	14	37
b	27	42	52
<b>Total</b>	<b>35</b>	<b>56</b>	<b>89</b>

In conclusion, it can be said that form of IR's utterance is shorter that is by using three constructional components continuously in conversation. Besides, IR uses that strategy because IR wants to get a lot of information of the topic discussion.

In addition, power of IR also can be seen from how turn-allocation of talking between IR and IE. Based on turn-allocation of talking, IR indicates his power by way of; (1) IR allocates himself to get the turn of talking, (2) IR is in command to decide which partner (IE) who gets turn of talking, (3) IR is in command in accepting, ignoring, even answering or receiving the questions which is given by IE.

Moreover, if it is seen in its sequences, power of IR covers; (1) IR is power of opening and closing a conversation and (2) IR is powerful of forming question-sequences appropriate to IR's want.

In addition, IR also has power of ending or closing a conversation. Next, form of pre-sequence is used by IR in indicating his power in interview. Besides, IR is in command in forming a question-sequence IR wants. Another form of sequence which is used IR is insertion sequence.

### **Interruption as Power of Interviewer**

The next power of IR can be proven from interruption which is occurred in interview between IR and IE. Basically, IR and IE can make an interruption in interview. However, it is proven that IR is powerful. It is shown by the manner of IR in doing cooperative interruption that is clarification for IE's question. Meanwhile, IE is said powerless because IE only can do cooperative interruption that is an agreement toward IR. It means that IE always follows and agrees of what IR said.

In addition, IR also shows his power by doing competitive overlap. IR is able to stop even bring line of the topic discussion of what IR wants. On the contrary, IE almost never does a competitive overlap. IE does competitive overlap only for protecting himself when IR takes the offensive.

It clearly can be said that IR is powerful than IE. Appropriate to the interruption which IR does, IR does interruptions as a brunt toward IE. It is done through questions as well as clarifications. Meanwhile, IE is said powerless based on IE's interruptions where IE's interruptions are only for agreement toward what IR conveyed. Besides, IE only uses an interruption as protection when IE is attacked.

### **CONCLUSION**

Kick Andy has been regarded as an inspiring talk show for public. Nationally, it also has got first rank of others talk shows. In addition, there is power relationship between interviewer and interviewee in it. Andy F Noya as a host or interviewer has

authority in this field. He obligates to hold a discussion. The dominance of interviewer also can be proven when making interview to the interviewee. It causes an assessment that a host (interviewer) has more power over to the guests (interviewee).

In finding how power of interviewer is, some approaches used: discourse, power, cooperative and politeness principles, and conversation analysis. The researcher uses descriptive qualitative design, tape-recording data for collecting data, 2 episodes – Reformasi Ala Amin Rais and More Heroes Big Action – as sample of data, and language-based analysis for analyzing.

Based on the explanation of the result of the research, it can be concluded that IR is clarified having power over IE. The results are:

1. Host (IR) has power over the guest (IE) related to interview or asking question. IR is in command to control the path of interview, including controlling IE. It is different from IE who just follows the path of interview which is controlled by IR.
2. IR indicates more powerful than IE. That is indicated based on cooperative principles. IR implements cooperative principle, while IE does a lot of violation of Gricean cooperative principle. IE is reputed powerless in doing conversation with IR because IE emphasizes the politeness more in talking that is by violating that Gricean cooperative principle.
3. Power of IR is also seen from IR's manner in chasing information by always making interview or question toward IE. Here, IR chooses making simple and direct questions.
4. IR shows his power in his utterance that is by doing or violating the politeness principle of Leech. IR has authority to do or violate those principles. IR also shows the power through the quantity politeness which is fewer than IE.
5. Form of IR's utterance is shorter that is by using three construction-components continuously in conversation. They are single-word, single-phrase, and single-clause turn.
6. Based on turn-allocation of talking, IR indicates his power by way of (1) IR allocates himself to get the turn of talking, (2) IR is in command to decide which partner (IE) who gets turn of talking, (3) IR is in command in responding, ignoring, even answering or receiving the questions which is given by IE.
7. Based on the sequence, power of IR covers: (1) IR is power of opening and closing a conversation and (2) IR is powerful of forming question-sequences appropriate to IR's want.

8. Power of IR is in making cooperative interruption in clarification for IE's question. Meanwhile, IE is said powerless because IE only can do cooperative interruption that is for an agreement toward IR. It means IE always follows and agrees of what IR said. In addition, IR also shows his power by doing competitive overlap. While IE is powerless because IE almost never does a competitive overlap but for protecting in getting the offensive from IR.

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