

ABSTRACT

Muzammil, Ahmad. 10.05.1.1.100075. A Study of Conversational Strategies Used in *Jimmy Kimmel's Live Talk Show*. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisors: Misnadin, S.S., M.A., Ph.D

This study is focused on kinds of conversational strategies and techniques. This study analyzes conversational strategies which were found in Jimmy Kimmel on his five talk shows. Besides, it analyzes how conversational strategies are applied by Jimmy Kimmel on his five talk shows. The data were analyzed and classified based on conversational strategies theory which is proposed by Stenstrom (1994). The objective of this study is to explain kinds of conversational strategies which were frequently applied by Jimmy Kimmel on his five talk shows and to explain conversational strategies and techniques which were applied by Jimmy Kimmel on his five talk shows.

This study uses descriptive qualitative design. The sources of data are five videos of the Jimmy Kimmel's live talk show, while the data are the utterances of Jimmy Kimmel containing conversational strategies. The method used in collecting data is non participant observation method. The method used in analyzing data is interactive method by Miles and Huberman (1984).

The findings of this study show that Jimmy Kimmel applied four kinds of conversational strategies during conversation. The four kinds of conversational strategies are (1) how to open conversation 6 times, (2) how to create an atmosphere 7 times, (3) how to deal with topics 135 times, and (4) how to close conversation 5 times. One of the kinds of conversational strategies which is frequently used by Jimmy Kimmel is how to deal with topics. He also uses techniques of shifting a topic during conversation in his shows. When he initiates to talk, he applies greeting 4 times and phatic talk 9 times. When he invites his guests to talk, he initiates introducing a topic 17 times, changing a topic 14 times, and shifting a topic 56 times.

Key words: Conversational Strategies, Kinds and Techniques , and Jimmy Kimmel's Live Talk Show.