

Analysis of Phatic Functions Found in The “Zach Sang Show” Podcast with Blackpink

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Abstract: This study aims to find out the function of phatic communication in the podcast "Zach Sang Show" by using the theory of Jumanto (2014). This podcast features Blackpink regarding the song "Kill This Love", how they performed, and their performance at the "Coachella" music festival. Qualitative technique was used to analyze the data. Researchers chose podcasts as research data because podcast settings often use phatic communication as a way of communicating to show friendliness and efforts to encourage guest stars to be open in talking about topics. In this study, the researcher found that in the podcast, the most common function was creating harmony, as an effort to give expressions of friendship and use friendly words to create a positive mood in the talk. Making the guest star feel comfortable and open allows them to give more knowledge and personal experiences and makes the talk more fascinating. It can also create a cooperative and pleasant environment, make the guest star feel valued.

Keywords: *Podcast, Blackpink, Zach Sang Show, Pragmatics, Phatic*

RESEARCH BACKGROUND

According to Gillin and Gillin (in the citation of Soekanto, 2006), social interaction is a dynamic social relationship that involves linking the relationship between individuals, groups, and individuals in groups. Language is used to verbally or nonverbally express a concept or notion. Language, according to (Finocchiaro, 1964: 8), is an arbitrary system of voice symbols that allows all people in a specific society or other people to interact. Furthermore, (Sapir, 1921: 3) defines language as an innate way used by humans to transmit ideas, wants, and emotions through the use of distinct symbols designed for certain purposes. According to (Wardhaugh, 2006), utterances used in ordinary discussions are not necessarily informative and are instead utilized as "signs" to develop or maintain positive relationships with others. This is known as "phatic communication," and it is used to develop or maintain social bonds between speakers and listeners. (Coupland, 2002) defines phatic communication as the method by which people meet their demand for social cohesiveness and reciprocal recognition. Phatic communication does not necessitate a defined goal for the speaker, but rather attempts to sustain pleasant social interactions. According to (Mawwadah, 2021), phatic communication is regarded irrelevant in some instances and its value is questioned. However, the researcher contends that this assertion is false since, as (Jumanto, 2014) describes, phatic communication serves a variety of crucial tasks in a discourse.

With the research background as mentioned above, the researcher will choose conversations in talk shows where the host's job is to establish a good social relationship with the guest stars, in addition, the dialog in the podcast is more natural. Native English speakers generally form a bond of unity through the 12 functions of phatic communication (Jumanto, 2014). The podcast program of choice is the Zach Sang Show by Zach Sang who is a multimedia superstar, this podcast has been running since 2012 with a total of 1,500 videos and approximately 821,000 subscribers. The episode chosen is the episode starring BlackPink as a guest star regarding the song "Kill This Love", how they were formed, and their performance at the Coachella music festival. Then the researcher will prove the phatic functions in this study as described by (Jumanto, 2014).

In this study, researchers will also examine the communicative features employed to assist phatic

communication in order to achieve the function's goal. According to (Jumanto, 2014), these communicative functions are greeting, interrupting, apologizing, avoiding silence, mentioning names or titles, changing topics, expressing listening voices, agreeing to something, expressing wishes, congratulating, giving praise, thanking, indirectly criticizing, saying bad things, mocking, encouraging, joking, and sympathizing. According to (Jumanto, 2014), there are 12 functions of phatic communication listed below:

1. Starting a Conversation
2. Making Small Talk
3. Making Gossip
4. Keeping Talking
5. Breaking The Silence
6. Creating Harmony
7. Creating Comfort
8. Expressing Solidarity
9. Expressing Emphaty
10. Expressing Friendship
11. Expressing Respect
12. Expressing Politeness

This study intends to analyze the many functions of phatic communication in the aforementioned data in the expectation that the findings will reflect the many applications of phatic communication in fulfilling the twelve functions. In the Zach Sang Show podcast, starring Blackpink, the researcher hopes to learn how phatic communication functions are used as well as provide insight into the relevance of phatic communication in building social relationships.

REVIEW OF RELATED LITERATURE

Studies on phatic communication have been conducted by many researchers before, one of which is a study conducted by (Binambuni, Y.M and Sri Mulatsih, 2023) who analyzed the phatic used, by students at Dian Nuswantoro University. In the study, the researcher found that in "The Tonight Show" talk show hosted by Jimmy Fallon by adopting (Malinowski, 1923) framework elaborated by Jakobson in the context of communication which was further elaborated by (Jumanto, 2014) for the function of phatic communication. The talk show featured Jenna Ortega discussing her success in performing viral dance choreography when she starred in the TV series "Wednesday", in this show the most used phatic communication is breaking the silence. The difference between this research and previous research is in the object of research, this research uses data sources from podcasts while previous research uses talk shows.

Another study, conducted by (Putriyana, M and Sri Mulatsih, 2023) examined phatic communication in "ENGLISH CONVERSATION 81" ON YOUTUBE BY ENGLISH CONVERSATION.

Researchers evaluated 12 phatic functions in this study, but only discovered 8 phatic functions out of the 12 phatic functions. The distinction between this article and the previous one is in the object of research, this article utilizes the podcast as the object of research, whereas the previous research uses English Conversation 81 on YouTube by English Conversation as the object of research. In this work, the researcher used (Jumanto, 2014) theory, whereas the previous research employs (Kriyantono, 2014) theory.

Studi (Mawwadah, 2021) investigated phatic communication in Stephen Chbosky's film "Wonder" in 2017, which portrays the story of Auggie, a youngster with Treacher Collins syndrome. According to the findings of this study, the phatic communication found is small conversation, greeting, agreeing to something, and joking. According to the findings of this study, daily interactions between primary school pupils with the syndrome reduced because there was no point in being courteous and developing strong social skills. Because the goal of this study is to investigate the case from Auggie's point of view, this study solely focuses on four categories and their roles. There are differences in the object of research from this study and previous research, in this study the researcher used the object of the podcast while the previous study used the object of the movie entitled "Wonder".

RESEARCH METHOD

The descriptive qualitative approach was employed by the researchers in this study to characterize the form of phatic communication in podcasts and provide an overview of the function of phatic

communication. (Flick, 2004:3) define descriptive qualitative as phenomena that arise from a point of view in a natural context and have a greater awareness of social reality and description of processes, meaning patterns, and structural components. This study will examine the dialog to locate and define the phatic communication and its functions utilized by Zach Sang, Dan as his co-host, and Blackpink. This approach is the result of what the author saw and heard from the podcast "Zach Sang Show" starring Blackpink "Blackpink talked about the song Kill This Love, how they formed, and their performance at the Coachella music event". In addition to qualitative methods, an analytical approach is also applied to analyze the data as defined by (Krippendorf, 2003), analysis is a research technique that aims to create a representation that can be copied from text or other materials that have meaning, in the context of this research is a podcast.

The researchers collected data from the podcast "Zach Sang Show" with Blackpink as a guest star in the form of words, phrases, and sentences relevant to phatic communication. Several stages are conducted during the data collection procedure to meet the content analysis objectives. Researchers took steps in identifying the purpose of phatic communication in the "Zach Sang Show" podcast. The author will carry out the identification process after first watching the podcast and paying attention to the dialog uttered by the speaker and his guest stars. The author transcribes the entire 29.18 minute podcast dialog in the second step, the researcher uses automatic transcripts in the YouTube application and the assistance of an application named *Otter* to help with the video transcription process into docx format, additionally, the researcher takes manual notes to ensure accuracy and additional control over the data. Furthermore, using (Jumanto, 2014) theory, the researcher will recheck the transcript to guarantee that there are no errors in the observation of the dialog and classify it according to the role of phatic communication.

RESULTS AND DISCUSSION

The researcher derived 204 utterances using the podcast subtitle document and the researcher's transcription from the research. Only 79 utterances were discovered to contain phatic communication, as seen in the table below,

No	Phatic Functions	Frequency						Total	Percentage
		Zach (Host)	Dan (Co-Host)	Rose	Jennie	Lisa	Jisoo		
		BLACKPINK							
1	Starting a Conversation	2	-	1	-	-	-	3	4%
2	Making Small Talk	12	2	-	-	-	-	14	18%
3	Keeping Talking	3	-	7	3	-	-	13	16%
4	Breaking The Silence	1	1	-	-	1	1	4	5%
5	Creating Harmony	9	5	2	1	-	-	17	22%
6	Creating Comfort	2	-	-	-	-	-	2	3%
7	Expressing Solidarity	-	-	-	1	-	-	1	1%
8	Expressing Emphaty	1	-	1	-	-	-	2	3%
9	Expressing Friendship	6	-	2	4	-	-	12	15%
10	Expressing Politeness	3	-	3	1	2	2	11	14%
Total		79							100%

Table 1

Creating Harmony is the most frequently used phatic communication function in the Zach Sang Show podcast, "Blackpink talk about the song Kill This Love, how they formed, and their performance at the Coachella music event", as seen in the data table above (22%). Furthermore, it has been demonstrated that Zach Sang Show, or the podcast host, frequently employs phatic communication. This outcome is the result of several causes. First, the results show that the podcast host frequently responds to guest stars' statements by creating harmony with a variety of phatic communication in an effort to expressions of friendship and use friendly words to create a positive mood in the talk. Making the guest star feel comfortable and open allows them to give more knowledge and personal experienced, making the talk more fascinating, can create cooperative and pleasant environment, and making guest star feel valued.

Starting

Conversation Excerpt 1

Zach: "Beautiful humans, hello, we have Dan and here we have beautiful ladies of Blackpink"

Blackpink: "Hello"

Here, Zach begins the discussion by greeting the listener and refers to Blackpink as "Beautiful humans," to which Blackpink responds with "Hello," indicating that they are open to interaction. The dialog establishes a decent basis for a larger conversation by greeting and introducing the parties engaged, which is the first step in involving the listener in the ongoing discourse.

Making Small Talk

Excerpt 2

Zach: "What song are you covering right now, on this new tour do you have any cover in the set?"

Here, the questions cover fairly light topics, Zach does not ask questions that require technical answers, instead the questions are informal and can stimulate casual conversation.

Keeping Talking

Excerpt 3

Jennie: "Kind of the same like you know, we all kind of just dropped everything that we were doing like our whole life just changed overnight, and umm they put us into this group of girls and justify like survival thing every month and some people just go home after a month so people go home after three years it's so different and to see some of the girls that I trained with go home that's all yeah that was the only thing on my mind"

Here, This statement is categorized as "Keep Talking" because it involves ongoing conversation, talking about personal experiences, and thus opening up opportunities to deepen the conversation. Jennie talks about her personal experiences and the experiences of other Blackpink members in the process of training and forming the group.

Breaking The Silence

Excerpt 4

Dan: "Do you know you're the best, you know the answer" (All member laugh)

Here, Dan asks Blackpink about who is the best group, then all Blackpink members laugh, this phatic communication is used when they are asked serious questions then Dan's question that can break the silence is greeted with laughter from Blackpink members.

Creating Harmony

Excerpt 5

Zach: "Oh yeah so good, I mean that would just I don't know these records are so pretty so beautiful and the music is just boom and you have a record that you're the most connected to, I mean from the beginning"

Here, Zach gives positive and expressive praise to Blackpink's recorded music which can create a positive and supportive atmosphere that creates harmony in the conversation and conveys positive appreciation for their work.

Creating Comfort

Excerpt 6

Zach: "Anytime, so I hope you enjoyed that conversation"

Here, Zach makes an open offer of "Anytime" to show Blackpink's comfort to come back and talk again. In addition, his expression of hope that Blackpink enjoys the podcast to create a positive and comfortable experience in communication is part of an effort to create comfort in interaction.

Expressing Solidarity

Excerpt 7

Jennie: "Were four different girls that came from four different worlds and to be in a group like this is odd itself, I feel like to perform and music that you guys never heard because it's little dick, I mean I think you guys are used to so that's new you know they are injected to something new, so maybe yeah"

Here, Jennie emphasizes her diversity and uniqueness as a member of Blackpink which can create solidarity with other members. Jennie conveys that despite coming from different backgrounds, they can unite in one group, her statement also creates a sense of solidarity for listeners who may not be familiar with the type of music or style they perform, and invites them to open themselves to something new and different.

Expressing Emphaty

Excerpt 8

Zach: "That's crazy to me even that, that's like the first heard a lot of many hurdles that you're about to go over which is one of the biggest is you don't know the language you have to and you leave your family"

Here, Zach expresses sympathy for the obstacles faced by the members of Blackpink, specifically with their journey of having to leave family members and learn a foreign language, Zach states the situation seems crazy to him and he recognizes Blackpink's journey is not easy. In this case, the expression reflects feelings of empathy and appreciation for the Blackpink members' struggles.

Expressing Politeness

Excerpt 9

Zach: "Either way it's beautiful you made something sure yourself you were YG and correct me if I'm wrong, but you're YG's first non-Korean artist right? How did they get to you, how did you hear about this?"

Here, Zach uses polite language in expressing his uncertainty by saying "correct me if I'm wrong" which shows politeness and respect for Blackpink in conversation, the statement also ensures that the information he conveys is accurate and shows a sense of responsibility in communication.

CONCLUSION

Based on the analysis, the researcher discovered 79 utterances of 204 utterances of phatic communication. The researcher believes that the 79 utterances comprise 100% phatic communication, that the most common purpose identified is to creating harmony, accounting for 22% of the total 17 out of 79 utterances, and that the function of the utterance is mostly provided by the host or Zach Sang. The reason for this is because the host makes an effort to exhibit friendship and use nice language in order to generate a positive environment in the conversation. Making the guest star feel comfortable and open allows them to give more knowledge and personal experiences, making the talk more fascinating, and can create a cooperative and pleasant environment, making the guest star feel valued. Zach Sang the host, attempted to reply to the dialogue with questions, praises, and comments. However, some functions are not used, such as "Making Gossip" and "Expressing Respect," because making gossip is considered negative and is not used in podcasts, and expressing respect is not used because each podcast creator has their own personal style, and some may believe that expressing respect does not fit their identity or communication style. Due to podcasts are frequently time-constrained, podcast creators choose to focus on the primary information and eliminate formalities such as showing respect to streamline time and give more concise content.

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