

Women Politeness Strategies of Bargaining “*Media Credit Store*” in Tanjung Morawa

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Abstract. Bargaining is a type of negotiation in which the buyer and seller of a good or service debate the price and exact nature of a transaction. If the bargaining produces agreement on terms, the transaction takes place where bargaining is an alternative pricing strategy to fixed prices. The people bargain by using polite language to get the lowest price. They have different ways in bargaining specially for women, they have good ability to play language while bargaining, they use politeness strategies in various way as Brown and Levinson (1987: 101) propose 4 strategies of politeness: Bald on record, positive politeness, negative politeness and off record. This study is to investigate the politeness strategies used by women and describe how the politeness strategies are realized in bargaining. This study is descriptive as Bogdan and Biglen (1982:3) state that qualitative research is descriptive, so the data were interview transcript, personal documents, official records, field notes. The researcher found four types of politeness strategies by female buyers in bargaining process. There are four same with Brown and Levinson's theory and three are some found by the researcher as the new strategies in bargaining. The four strategies namely, bald on record, positive politeness, negative politeness, off records. The most dominantly used was positive politeness strategy. The new findings of this research are actually Brown and Levinson state that there are five strategies in applying negative politeness but in this research the researcher found that menace and over strategies that included in negative politeness. Brown and Levinson (1987) state that negative politeness is used for close relationship and then the speaker and hearer will speak what they want they do the freedom of action without getting angry from hearer but the theory of negative politeness doesn't work exactly in bargaining process.

Keywords: *Politeness, Women, Bargaining.*

I. INTRODUCTION

A good communication is one that comes from a speaker who can convey good messages to audiences so that they can give feedback in order to create. Language is the principal means whereby we conduct our social lives. When it used in

contexts of communication, it is bound up with culture in multiple and complex ways. To begin with, the words people utter refer to common experience. They express fact, ideas or event that are communicable they refer to a stock of knowledge about the world that other people share and also reflect their author's attitudes and beliefs, their point of view that are also those of others that is why language as a communication tool has important role in human interaction. Politeness is used to express their feeling in a good attitude.

It influences the conversation because the contents of it make all parties relax and comfortable with others. Politeness is a fixed concept in idea of polite social behaviour or etiquette within a culture (Yule: 1996: 60). Today, shopping is the trend hobby for human even young or old human, some of them try to buy online and some by directly. The price for buying by online cannot be bargained but by directly face with the seller can make negotiation by playing the language. Bargaining is a type of negotiation in which the buyer and seller of a good or service debate the price and exact nature of a transaction. If the bargaining produces agreement on terms, the transaction takes place where bargaining is an alternative pricing strategy to fixed prices. The people bargain by using polite language to get the lowest price. They have different ways in bargaining specially for women, they have good ability to play language while bargaining, they use politeness strategies in various way as Brown and Levinson (1987: 101) propose 4 strategies of politeness: Bald on record, positive politeness, negative politeness and off record. As we know politeness has been studied from many different perspective, however it seldom discussed how does politeness strategies work in bargaining for the buyers are women.

There are some previous study of politeness strategies and of them is from Dewi (2014) found that this research was off record is not used in student to student interaction. The most dominant type of politeness strategies used was bald on record. It was used because of the limited vocabulary of the

students in English, because of efficiency to avoid misinterpretation on the participants and to show the teacher's and their firmness so, as the previous studies above, the writer is interested to explore the use of politeness in bargaining by women because they have unique way in bargaining in different social status as Romaine (1994) states that the manner in which people communicate often depends on their power which is related to social status, ethnicity, age and culture of someone. The mothers, widows, girls are women that are more active than men in speaking especially in bargaining and they also have different politeness in bargaining because of their status.

Wood (2004) states that the greater power and status more typical of theory likely is correct in assuming that the nearly exclusive assignment of nurturing roles to women in our society is responsible for the usually high degree of warmth attributed to women. Based on that phenomena, it is believed that the mothers, widows, girls have different politeness in bargaining. This study is focused to investigate what politeness strategies are used by the women in bargaining?

II. METHODOLOGY

In this study, the data were taken by observing while recording the utterances in conversation and then by doing the interview the participants to help the researcher in answering the research questions. Bogdan and Biglen (1982:3) state that qualitative research is descriptive, so the data were interview transcript, personal documents, official records, field notes and the data are gathered by people engaging in natural behavior: talking, visiting, looking, eating and so on. The source of the data in this study is some female buyers that always come and shop to media credit store every Sunday from 09.00 a.m till 02.00 p.m. Obviously, Mashun (2005) denote that there are some criteria to get the data based on age, sex, education and family education. Therefore, the researcher will choose three are mothers for the age 30-35 years old and they are housewives, three are widows who don't have any constant job for the age 40-55 and three are girls for the age 21-26 years old and most of them work as labors. They are selected by purposive sampling with the following criteria as follows: (1) They come and shop every Sunday to media credit store (2) They usually make some negotiation with the seller. In the participant observation, the researcher used hand phone to record the conversation, while recording the researcher was doing the activity as usual to take natural data and take the field note to make the mean point of what the participant said before interviewing.

For interview, the researcher prepared some general guidelines as the source of question during the interview then the question would be in in-depth interview. After the data had been collected, the data will be analyzed in four steps, they are: 1. Data condensation which is the process that can be inform of selecting, focusing, simplifying, abstracting and transforming. 2. Data display is to limit and reduce the important point of the utterances of the female buyers then put it in diagram to show the data and the result of using politeness strategies to get more understand and 3. Data verification is the final analytical activity for the qualitative researcher. The researcher begin to decide what things mean.

III. RESULT & DISCUSSION

No	Utterances	BR	P P	NP	O R
1.	Indo: Kasih kuranglah, aku kan uda tiap hari belanja disini, udah dekat pun kita. Eng: Give the less price please, I have been shopping here every time then we have been close right?			√	
2.	Indo: Gak enak kau lah pelit kali kurasa. Eng: You are not nice, I feel you are so stingy.			√	
3.	Indo: Gak jadilah aku beli yang ini, yang itu aja, kasih kurang napa. Eng: I cancel to buy this but I buy that one, give me less please.			√	
4.	Indo: Gamis brokatnya gabisa kurang ini kak? Ku ambil gamisnya ama daster pendeknya kak. Eng: Can you give less price for the brokat long dress? I'll take the brokat and the daster.		√		
5.	Indo: Dua-dua nya gabisa 250 ribu kak? Eng: Can you give me 250 thousands for both sis?			√	
6.	Indo: wak ini cantik kalilah, kurangilah wak biar ku ambil 2 warna. Eng: you are so beautiful, give the less price please, I'll take two colors.		√		
7.	Indo: 70 ribu ku ambil wak, serius aku ini. Eng: 70 thousands I'll take it, I'm serious.			√	
8.	Indo: eh, janganlah ko susun, parah kali pun. Kenapa gak bisa kurang? Eng: don't tidy up them, so		√		

	stingy. Why don't you give less?				
9.	Indo: Murah x harganya ya! (harganya mahal) Eng: The price is very cheap (it is expensive).				√

Based on the table above, it is found that the use of politeness strategies is dominantly negative politeness. The researcher assumed that it happened because oral language used by the female buyers in bargaining is spontaneous.

The female buyers directly say the utterances in sentences. They do need to type longer sentences as spoken language. They bargain by some utterances. It is because the background of the buyers are females.

After interviewing the participants, there are some reasons why the female buyers use politeness strategies in their communications.

The reasons are:

1. To make the listeners more understand what the respondent meant
2. To emphasize the seller.
3. To make the variations of the words used.
4. To imitate some unique words that the respondent never used before.
5. It has been habitual to say the sentences.
6. It is based on the respondent's background.

IV. CONCLUSSION

1. Actually Brown and Levinson state that negative politeness is used for close relationship and then the speaker and hearer will speak what they want they do the freedom of action without getting angry from hearer but on my data, first, it proves that the seller and the buyer are close but when the speaker (buyer) does the free action to the hearer (seller) they have sharp moment because the hearer is getting angry to the speaker. **So** the theory of negative politeness doesn't work exactly in bargaining.

2. Brown and Levinson state there are 5 strategies in negative politeness, they are be direct, don't assume, don't coerce, communicate speaker want and redress other wants of hearer. From the data, the researcher found that the speaker (buyer) didn't apply one of the fifth but **be over**, the speaker used this strategy because first when she said *udah tiap hari pun belanja disini* actually she shops every week, she is over to make sure that she is close with the seller because being over can make u will do negative politeness with someone.

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