CHAPTER I

INTRODUCTION

1.1. The Background of the Study

Market is a place where buyers and sellers meet, goods and services that available in that place is for sale and there will be transfer of property rights (Swastha, 1996:50). The meeting between buyers and sellers allow social interaction. In the course of buying and selling, every individual both sellers and buyers will do the social relationships that are influenced by the social context of a growing culture in public life. It means that traditional market is where buyers and sellers conduct transactions directly and accompanied by a process. Traded goods are goods of daily needs of society, such as food, cakes, fruits, clothes, electronic goods, and services. The process of interactions that occur either in the form of buying and selling activities and other activities that will bring other forms of interaction, they are accepted or rejected from two sides.

Market is the important place for human life whereas going to the market is a daily activity for human body help. But human body must see the social and culture context because in the market communities the language that used among one seller with another seller or one buyer with the other buyer is different, but the most language that they used not standardized and informal. To determine the understanding of the communication, it needs to know the relationship between language and context. If human body doesn't see the social context, the sale interaction will not happen and it also occur the social gap. Therefore, it must be studied to know or to understand the meaning that is intended by the researcher, it

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is not only to understand the intended meaning or phrase is used, but it is required to take knowledge and conclusion about what it was said or written by use the existing context and also analyzed the exchange structure that produced from seller and buyer.

Fishman (2001:5-6) confirms that the use of language not only determined by linguistic factors, but also by non linguistic factors, such as social factors and situational factors. Social factors include status social, educational level, economic level, age, and gender. The situational factors which include who is talking, what language that s/he use, who, when, where, and what issues are discussed. In accordance with this assertion, it means the domination of social and situational factors in language usage will affect the appearance of language variation. In this study, the variation in spoken language is a tool used sellers and buyers in sale interaction. The language used was varied.

The social and cultural differences between sellers and buyers cause the unique of language use, especially bargaining activities in the market. The social differences such as job, education level, age and gender influence someone characteristics. Sellers's speeches that occur in a market community have aims to direct, guide, instruct, suggest and to persuade purchasers. All their speeches have their own functions. This matter intended to simplify and speed up the interaction of sale reached fast. It also occurs between sellers and buyers that influence bargain language that use to get the exact price according to buyers and also give benefit to sellers. The main problem of this case is the exchange structure that occurs between sellers and buyers to reach the agreement in bargain interaction.

Someone will use language to interact each other, they are doing the establishing a relationship between the person speaking now and the person who are probably speak next. The basic unit for analyzing dialog is the *exchange*, which is a set of *moves* which together develop a single proposition (or in some cases, a propositional complex). The dialogue is 'a process of exchange' involving two variables: a commodity to be exchange: either information or goods and services, and roles associated with exchange relations: either giving or demanding. The simultaneous cross classification of these two variables of exchange commodity and exchange role defines the four basic speech functions.
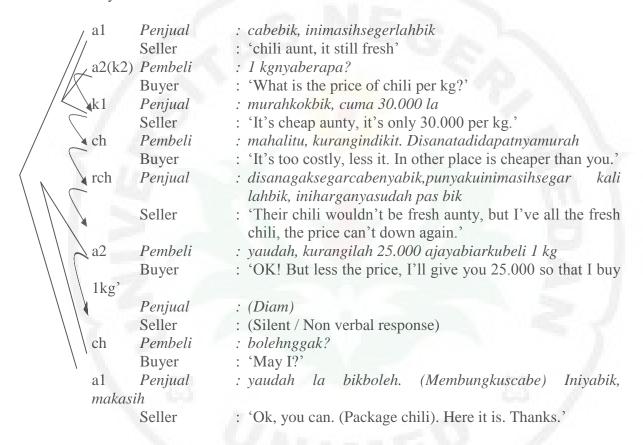
The four functions which are used by speaker in exchanging the experiences are question, statement, command and offer. These four are realized in the form of mood, modality, epithet, exchange structure, which builds conversational structure. From the speaker's point of view in a verbal exchange, the commodity that the speaker may be giving or demanding is information. In such cases, the speaker makes statement to give information, or asks a question to demand it and the listener receive (understand) the information that the speaker gives or provides the information demanded (answers the question). But sometimes the demanding of information or goods and services is not always done by making the statement, it can be done by making order or question. It depends on the relationship between the speaker (addresser) and listener (addressee). It means that, whether the addressee or the addresser must be focus on what will be done by them to exchange their experiences, giving and demanding information or goods and services because the exchange of commodity is closely related with the use of speech functions.

Interaction between addressee and addresser in face to face conversation with in written conversation is different. Face to face conversation always involves body languages and gestures. But in written conversation that can be only realized in move. Move is defined as the function and the commodity being exchange. When somebody is raising question (asking information) the move made by the addresser is termed k2 "*secondary knower*" whereas another is providing the answer (proving information) the move made by the addressee is k1 "*primary knower*". When the interaction between the addresser and addressee is exchange information on goods and services, terms of a2 "*secondary actor*" and a1"*primary actor*", the move is structured by a2 ^ a1 and further may be followed by a2f ^ a1f.

Delitua Traditional Market opened on 1960, it is located at the major road DelituaPamah, Delitua eastern village, district of Delitua, but since 2013, Delitua Traditional Market change name into Deli Old Town Traditional Market. Deli Old Town Traditional market is place to interact between sellers and buyers, sellers sell a variety of merchandise ranging from our daily needs such as rice, fish, vegetables, glassware, clothing, and others. When there is interaction between seller and buyer, they use language as a communication tool and they do the exchange of their conversation and the exchange of each utterance that they used occur directly without see the structure of each utterance, whereas exchange structure is the subject in this study, researcher wanted know exchange structures are used in social interaction at Deli Old Town Traditional Market.

The researcher has an experience about a communication between seller and buyer at Deli Old Town Traditional Market. It happened when the researcher

accompanied her mother shopping at that market. Her mother wanted buy chili.

The communication that the researcher heard between seller and her mother as

buyer can be seen as follow:

a1	Penjual	: cabebik, inimasihsegerlahbik
	Seller	: 'chili aunt, it still fresh'
a2(k2)	Pembeli	: 1 kgnyaberapa?
	Buyer	: 'What is the price of chili per kg?'
k1	Penjual	: murahkokbik, cuma 30.000 la
	Seller	: 'It's cheap aunty, it's only 30.000 per kg.'
ch	Pembeli	: mahalitu, kurangindikit. Disanatadidapatnyamurah
	Buyer	: 'It's too costly, less it. In other place is cheaper than you.'
rch	Penjual	: disanagaksegarcabenyabik,punyakuinimasihsegar kali lahbik, iniharganyasudah pas bik
	Seller	: 'Their chili wouldn't be fresh aunty, but I've all the fresh chili, the price can't down again.'
a2	Pembeli	: yaudah, kurangilah 25.000 ajayabiarkubeli 1 kg
	Buyer	: 'OK! But less the price, I'll give you 25.000 so that I buy 1kg'
	Penjual	: (Diam)
	Seller	: (Silent / Non verbal response)
ch	Pembeli	: bolehnggak?
	Buyer	: 'May I?'
a1	Penjual	: yaudah la bikboleh. (Membungkuscabe) Iniyabik, makasih
	Seller	: 'Ok, you can. (Package chili). Here it is. Thanks.'

The dynamics of the conversation that occurred in the above conversation,

seller is primary actor (a1) because seller exchange goods to buyer, but the replies

of the seller exchange good doesn't a2 but it replies by k2 because buyer is

secondary knower (k2), because they don't know what is the chili price so they

want to get information from seller. But, when buyer asks information from seller,

seller didn't answer directly their question by saying the right price, although s/he

has known what is the answer, they must do this exchange structure firstly

because s/he wants get much profit from her/his sale. When the seller said "murah

kok bik, cuma 30.000 la" it means that the seller was giving the delayed

information about the chili price. Then the buyer tried to negotiate it by giving the

pretend statement with differentiate to the other sellers by saying *"mahal itu, kurangin dikit. Disana tadi dapatnya murah"*, it means that the buyer commanded the seller to cutting under chili price. So, it results the dynamics step which is a challenge that symbolize as ch. Then the seller tried to persuade the buyer by giving information about the other's chili and said that her/his chili is fresher than other, but the buyer was still in her opinion by commanding the seller to agree the new price, finally the seller gave up by agreeing the buyer's price. It is a conversation technique in sales and purchasing whereas buyers and sellers both want to get much benefit. So, between the seller and the buyer must be equally as smart as to maintain their negotiation in transaction.

Conversation structure above shows that the dynamics of the move that is also a cause of the length and complexity of the structure, so that it makes the researcher wants to research exchange structure between seller and buyer at Deli Old Town Traditional Market. Beside it, researcher also wants to investigate the types of speech function (statement, question, command and offer) that used by both participants (seller and buyer). The reasons for this study are, firstly, sellers and buyers have the uniqueness of their language when make negotiation and we must know the social and culture context in the market, if we don't know about it, the sale interaction will not be happened and it will be happen the social gap. This case results the structure of the selling and buying conversation is very dynamic and complex and sometimes it doesn't fulfill the system and conversation structure that proposed by Martin (1992) and this case is important problem in this research. Secondly, their speech functions are usually realized in interaction although they use body language. And thirdly, throughout the researcher's

knowledge, study of exchange structure that performed at Deli Old Town Traditional Market don't ever do by other researchers, this factor that make researcher is interested to study it.

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1.2. The Problems of the Study

Based on the background above, the researcher formulates the problems of the study as following.

1. What exchanges structures are found between sellers and buyers at Deli Old Town Traditional Market?

2. How are the exchange structures realized linguistically between sellers and buyers at Deli Old Town Traditional Market?

3. Why are the exchanges structured in the way they are?

1.3. The Objectives of the Study

In relation to the problems, the objectives of the study are.

1. to derive exchanges structures occurring between sellers and buyers at Deli Old Town Traditional Market,

2. to investigate how exchanges are realized linguistically between sellers and buyers at Deli Old Town Traditional Market, and

3. to reason for the use of exchanges structures.

1.4. The Scope of the Study

The study is focused on exchange structure uttered by the main participants in the market namely seller and buyer at Deli Old Town Traditional

Market which is located at the major road Delitua Pamah, Delitua eastern village, district of Delitua. Then, analyze the exchange structure and the structures of interaction which are speech function and move that are found in conversation.

1.5. The Significances of the Study

Findings of study are expected to give some relevant contributions theoretically and practically. Theoretically, the findings are expected to add up more horizons in theories of conversation or exchange structures. In addition, the findings can be preferences for further studies.

Practically, Firstly to the findings of this study is expected to be useful as a model to identify and understand exchange structure for social interaction, especially in traditional market, where it involves sellers and buyers' speeches so that it can be used as an evaluation matter to become the guidelines for work and reference for having an effective conversation in daily life communication.

Secondly, the findings can be a helpful way for developing and increasing the education world especially for English Students, it becomes reference matter to conduct the research deals with studying exchange structure in conversation in different cases.

And thirdly, the findings are also useful for other researchers who want to use the result of this research as a comparison or reference of the next researches.