ABSTRACT

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The thesis deals with the dialect interactions in bargaining process. The objectives of this study were to categorize and to investigate types and most dominant type of dialect that used in bargaining process at Pasar Horas Pematangsiantar. The study was conducted by using descriptive qualitative method. The data of the study were words, phrases, and clauses in the utterances of conversation between seller and buyers and also the interview of an informant, there were 7 conversations that has been gotten by the writer. The data analysis were taken by listing and tabulating the data. The data were analyzed based on the theory that proposed by Amrin Saragih. The finding shows that there are 4 types of dialect used in the bargaining process, they are 36 (53.73%) data of Geographical Origin, 18 (26.86%) data for Socio-Economic Status (SES), 7 (10.44%) data for Age and 6 (8.95%) data for Sex. The realization of the dialect showed their identity and also defined their education. The dialect was affected by Social Status, Education and Culture of the interlocutors.

Keywords : bargaining, dialects, market.