

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Human beings are communicating through language. It means that language has important roles for making the good conversation. Language is the tool for doing the conversation. People will get difficulties without knowing a language because they cannot express their ideas, thoughts and feelings. Language has crucial role in human communication since it functions as a tool to lead to interaction. People also use language to deliver information to the hearers in a conversation.

Language is a system that consists of the development, acquisition, maintenance and use of complex systems of communications, particularly the human ability to do so: and a language is any specific example such a system (Wikipedia, 2019).

Language can run well if the speaker and the listener understand what they both mean to say. For every single time, human beings use language for doing their activity. It means language also can support the activities of human beings. For example, in bargaining to buy something, the seller and the buyer know the particular language they have to use for that purpose. Some people believe that bargaining will persuade the sellers to offer the lowest price for the buyers. In a community, there is a specific language that they understand each other. In a

bargaining interaction there can be a possibility the different that the seller and the buyer use different dialect. This is true when sellers and buyers in markets in Siantar have the bargaining interaction. For example, someone says *Macam pernah kulihat lah* or in English *like I've ever seen* and it is to indicate that the speaker uses a Medan dialect. This kind of dialect can influence the determination of a price of a product. But it's not only one, there are some dialects that are used in Medan. It's really different and not all of Indonesian can understand what the speaker mean to say about. It usually understood by the Medan people themselves.

The writer is interested in doing this study because there is an issue about Dialect can persuade the sellers to give the lowest price and also the writer will truly find the effect of dialect differentiation in bargaining process.

The writer will do the research in Pematangsiantar which has 124.5 km from the center city of medan. Pematangsiantar is the city that also has multicultural ethnics. There are Bataknese (Toba, Simalungun, Karo, Mandailing), Chinese (Tionghoa), Indian (Tamil), Javanese, Acehnese and Padangnese.

The field as the place for doing the research is Pasar Horas Pematangsiantar. This traditional market is located in Jl. Thamrin No. 6c, Dwikora, Siantar Bar., Kota Pematangsiantar. Pasar Horas is the traditional market in Pematangsiantar that has been operated for years. In this traditional market the sellers usually use negotiating or bargaining to get the right price. Sellers usually ask for less price of the things. If they found the right price for

each side, it will be the last price. In pasar horas there is not only one ethnic that always buy their thing or necessary, there is also others ethnic like Chinese (Tionghoa), indian and many more. Buyers usually also use the dialect that can make them easier to get the lowest price. For these reasons, the writer takes the research untitled The Dialects Interaction in Bargaining Process in Pasar Horas Pematangsiantar.

### **B. The Problems of the Study**

Based on the background of the study, the problems of the study are formulated as below.

1. What is the dominant type of dialect used in bargaining at Pasar Horas Pematangsiantar?
2. How was the dialect realized in Bargaining Process at Pasar Horas Pematangsiantar?
3. Why do the buyers use the dialect in Bargaining Process?

### **C. The Objectives of the Study**

Based on the problems statements, the objectives of the study:

1. to categorize the dominant type of dialect that is found in the bargaining process at Pasar Horas Pematangsiantar.
2. to realize the dialects in bargaining process at Pasar Horas Pematangsiantar, and
3. to reason for the buyers using the dialect in bargaining process.

#### **D. The Scope of the Study**

The study is about the Dialect interaction in bargaining process at Pasar Horas Pematangsiantar. The study is focused on searching the dominant type of dialect that found in interaction of the sellers and buyers in bargaining process and also find the effect of differentiation of dialect.

#### **E. The Significance of the Study**

1. Theoretically, this study would enhance:

The theory of Pragmatics and Language Varieties especially the use of dialects in the society and give a deeper understanding about it and also will be a useful reference for the further researcher.

2. Practically, the findings are expected to be useful for all of the people such as; Students, teachers and people who are interested in learning and teaching about language varieties especially about dialect. It will improve their knowledge about related studies.