

ABSTRACT

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The objectives of this research are to describe the type of language features used by women sellers and to explain those in traditional markets. The study was conducted by using descriptive qualitative method. The data were taken from utterances of women sellers in Medan traditional markets. The data were analyzed based on the theory proposed by Holmes that has adopted from Lakoff. The findings indicated that there were nine types of women's language features. They are lexical hedges or fillers, tag questions, rising intonation on declaratives, empty adjectives, precise color terms, intensifiers, super-polite forms, avoidance of strong swear words, and emphatic stress. Lexical hedges or filler are to give the speakers sequence time to think what they will say next, to express uncertainty and lack of confidence. Tag question is to emphasize or make the addressee more believe what the speakers are talking about. Rising intonation on declaratives is to get response from addressee. Empty adjective is to give more emphasize of what the speaker said. Precise color terms is to make the conversation simpler. Intensifier are to be expressed or hyperbole and to emphasize or strengthen the words that have different things. Super-polite forms is to Soften an Utterance. Avoiding of strong swear word is to strengthen the expression of the speaker's. Emphatic stress is to strength the statement or utterance. Hyper-correct grammar was not found in this research.

Keywords : Women's Language, Selling-buying Transaction, Traditional Market

