

CHAPTER I

INTRODUCTION

A. The Background of the Study

Humans are social beings who live in a society where they are born with need each other on every single life. As human beings, people always do social actions, like exchanging their experiences, telling their feelings, emotions, or ideas. To support it all, people need some media to make they are connecting each other and their conversation can run well, it is a language. Language is so important for people, with language people, can interact with each other, with language people can communicate and tell what they want, or sharing. And also language helps people to express themselves. So that's why language so important. Generally, human interaction will produce a conversation.

A conversation is a type of verbal engagement in which two or more individuals exchange information. It's also a means of employing language in a social context, doing things with words with other people (Jacob L Mey, 2001).

In a conversation, there are two participants namely speaker and listener which take the turns in a conversation to talk about something include exchange news and also express their idea to be their topic. The conversation is not simply an activity performed by two or more people who only interact with each other but has some rules that guide participants to make it run smoothly. Both the speaker and hearer must be aware of when it is appropriate to argue and respond to each other. A simple explanation is a speaker and listener should balance take a turn in their conversation. It means that the participants do not speak all the same time and also same with the

listener. Here is some example in a conversation of turn-taking between doctor and patient.

Patient : Good Morning doctor
 Doctor : Good Morning, is there anything that I can help?
 Patient : I've headache since yesterday, doctor
 Doctor : Yes, you look pale and your voice is out of tune. I will check you
 (The doctor check the patient thoroughly)
 Doctor : Ok, you're temperature is okay. You're headache because you
 just tired. Here I give you reciep and you can buy it in pharmacy
 Patient : Thank you doctor.

Based on the example above, the type of turn-taking that is used for this conversation is Current Speaker Select The Next Speaker. It showed with the patient always asking the doctor and then the doctor responds it. The participant in this conversation are two people. So, turn-taking on this conversation is flowing well because the patient and doctor know or understand the right time when they are respond each other. Neither of them happened the interruption.

Turn-taking occurs when the speaker and listener switch roles, becoming either a listener or a speaker (Coates, 2004: P.112). The purpose of turn-taking is to keep the conversation flowing smoothly. So, the speaker and listener manage the time when they are speaking at the time. It means that there's no interruption in dialogue, the speaker and listener playing the rule until the end. Study about turn taking is so important and interesting because we can know the strategies to start speaking, as we are human beings that every time interact with another one. Sack Schegloff, and Jefferson (1974), there is the mechanism of turn-taking at least divided into three simple types: Current Speaker Select the Next Speaker, Self-Select, Current Speaker Continuous.

Turn-taking in the traditional market is different from another turn taking. As we know that there so many people in the traditional market, it's mean that there are so many conversations in there. That means there is a lot of turn-taking in the traditional market. And it does not rule out the possibility of interruptions between the seller and the buyer in there.

A market is a place for people to meet and interact to fulfill individual needs. Generally, the markets are divided into two types, traditional market and modern market (supermarket). Traditional markets are areas where sellers and buyers interact and are distinguished by direct seller-to-buyer transactions, the structures are often made up of stalls or outlets. Tend to sell local products (Wicaksono, 2011). As we know that in the traditional market we can do the bargaining process here. The most popular in the traditional market is the bargaining process itself. That's why people more like shopping in the traditional market than in supermarket.

Turn taking between sellers and buyers also we can found in *Horas* traditional market, Pematangsiantar. *Horas* traditional market is the place for sellers and buyers do interaction of selling and buying process. The most dominant people in here is Batak Toba but we also can found the other ethnicities, like Javanese, Karones, Chinese, etc. In horas traditional market there are so many various types which selling, such as fish, vegetables, fruits, clothes, shoes, food, ulos, books, and many others kind. Here the some example a conversation between sellers and buyers at Horas traditional market, Pematangsiantar:

Picture 1.1 The interaction between seller and buyers at Horas traditional market.



- B 2 : *Sadia jagal on?*
How is the price of this meat?
- B 1 : *Holan Sakilo do, 145.000 ma ateh?*
Just one kilo for me, can it be 145.000 okay?
- S : *Ehe ito on ma tahe, dison ma*
Oh goodness, okay
- S : *piga kilo dihamu ito? (manukkun tu panuhor paduahon)*
How many kilos for you Ito? (asked to B2)
- B 2 : *sakilo ajo pe*
Just one kilo for me
- B 1 : *baen ma sakilo.*
make one kilo for me
- B 2 : *sadia do jadi harga jagal on ito?*
So, how the real price, ito?
- S : 145.000 ito. Sarupa dohot ito on nai
145.000 ito, same with that buyer
(*panjual manimbang jagal ni panuhor parjolo*)
(seller weight the meat for the first buyer)
Panuhor padua hon lao, dang jadi manuhor
The second buyer gone
- B 1 : *sadia ma sudena punakku Ito*
How many in total for the all, ito?

- S : *145.000 ma sudeng*
145.000 it all
- B 1 : *(mangalehon hepeng na tor lao)*
(gave the money and left)
- S : *Oke mauliate*
Okay, Thank you.

The preliminary data show the turn-taking of a bargaining process between seller and buyer at *Horas* traditional market. In the first part of the conversation, the participants only there are two people, the seller and the first buyer that do interact. Three minutes later the other buyer joined up and take the turn by giving a question to the seller. But the seller didn't give a response to the second buyer's question. The seller still does interact with the first buyer. After the seller and the first buyer deal with the price, the seller takes the turn to respond to the second buyer's question about the price of the meat. In the conversation, there is an interruption between the second buyer and the first buyer but for the condition, the seller still knows what the second buyer and the first buyer said. The point of that there will always often be an interruption in the conversation between sellers and buyers, especially at *Horas* traditional market.

Here researcher analyzed the turn-taking in a conversation between sellers and buyers at *Horas* traditional market, which means the turn-taking strategy on bargaining process that happens at *Horas* traditional market. So, the purpose of this research is to explain the most dominant types used between sellers and buyers in their conversation. The second is to explain the process of turn-taking that occurred between sellers and buyers at *Horas* traditional market.

However, research on turn-taking has been conducted with various objects and theories to support this research.

Napitupulu and Siahaan (2014) conducted research in Turn-taking of Marhata in wedding ceremony traditional Batak Toba. Marhata is an event to discussed brideprice (sinamot) of the bride as the culture Batak Toba people. The researchers discovered this study, there are three rules that apply: the first one is Current speaker select the next speaker, the second is Next speaker select current speaker, and the last is Next speaker select the next speaker. The dominant strategy that used in this research based for the three kinds is The Current Speaker Select the Next Speaker.

In this study only two people interact at the time, from the woman's side and also man's side. To make their conversation run well, the first speaker (woman's side) continue to speak first until the end and then select the next speaker by using a Batak address such as *Rajanami*, *Hula-hula nami*, *Raja bolon*, etc.

The next speaker in a conversation is sometimes chosen by the current speaker rather than by the context of the uttered word. As a result, it can be inferred that the turn-taking in Marhata on every Batak Toba wedding traditional event is heavily impacted by Batak Toba culture, with the kinship system playing the most essential part in every turn-taking. In *Marhata* event, there is no such thing as overlapping or interruption.

There is another research was done by Habibi, et al (2020) that analyzed key features of Turn Taking in Mata Najwa talk show Ragu-Ragu Perpu Episode. Mata Najwa Talk show is one of the talk show program in TV station aired by Tans 7, Najwa Shibab as the host for this program. In this research there are seven people, one be the host of the program with name Najwa Shibab and for the six other person as the informant. They found several point that related to the key features of turn-taking. The first is Taking the floor divided into Starting up, Taking over,

Interruptions, Overlapping. The second is Holding the floor divided into Verbal fillers, Silent pause, Lexical repetition, A new start. The last is Yielding the floor divided into Prompting, Giving up, Appealing. This types interpreted with James L. Mey theory.

The other study about the strategy of turn taking between male and female presenters in American TV shows that observed by Rivai (2019). The object in this study show that two presenters and two guest talk at the time. The first is Jimmy Kimmel as the male presenter and Ellen De Gerenes as the female presenters. And for the guest there are Anthony Anderson as the male guest of American TV show and also Kate Hudson as the Female guest of American TV show. In this study have four dialogue of interviewing between presenters female/male and guest female/male.

She discovered that both male and female speakers do not using metacomment strategies in their turn-taking, which is understandable given that they communicate in a relaxed way. Based on this, the female and male hosts focus completely on prompting as their primary strategy for getting the listener to take their turn.

There are found some differences between the turn-taking strategy used the both of female and male presenters. The situation is that the male host, Jimmy, never used a giving up strategy during his conversation., it makes the interruption always do in this section than the other conversation. But on a female presenter with the name Ellen applied the giving up strategy in her conversation with a female guest name Kate Hudson.

B. The Problem of the Study

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

1. What types of turn-taking are used among sellers and buyers at *Horas* traditional market?
2. How are the process of turn-taking occurred at *Horas* traditional market?
3. Why is a certain turn-taking dominant at *Horas* traditional market?

C. The Objectives of the Study

From the problem of the study the researcher formulated the goals of the study related to the problem above as follow:

1. To find out the types of turn-taking used by sellers and buyers at *Horas* traditional market.
2. To describe the process of the turn-taking that occurred at *Horas* traditional market.
3. To explain the dominant type of turn-taking that occurred among sellers and buyers at *Horas* traditional market.

D. The Scope of the Study

Based on an explanation of the background, this research limits only turn-taking about the bargaining process that used of sellers and buyers at *Horas* traditional market. This research focus to analyzed the turn-taking that is used between sellers and also buyers Batak people only. It is mean the participant for this research are

sellers and buyers of Batak Toba people used Batak language when they are doing the selling and buying interaction. The data of this research is the all which showed sellers and buyers using Batak language. The data analyzed based on the theory of Sack, Schegloff, and Jefferson (1974) that divided into three kinds of types turn-taking. There are Current Speaker Select the Next Speaker, Self Select, and Current Speaker Continuous. The researcher will find out the differences between turn-taking at the traditional market with the other turn-taking.

The researcher chooses Horas traditional market to be the source of the data because, at the first, Horas traditional market is the one great traditional market in Pematangsiantar. The other reason is that because in Horas traditional market has a lot of sellers and buyers on many ethnic there so it's mean that there is a possibility of turn-taking unstructured in Horas traditional market and the rule of conversation maybe is not applicable here because of so many interruptions between sellers and buyers.

E. The Significances of the Study

This study is expected to give benefits for following people or institution:

- Theoretically, the result of this research is expected to enrich information about conversation analysis especially on turn-taking strategies for students of to English Department. The information focused on turn-taking between sellers and buyers at Horas traditional market.
- Practically, this research is expected to give information and also used to be references who next will do research about this topic, turn-taking.