

ABSTRACT

Perangin- Angin Sempa. 2006. *Speech Functions of Men and Women in Business Transactions in the Traditional Markets*. English Applied Linguistics, Graduate Program of UNIMED.

The objectives of this study are to investigate how business transaction is linguistically coded in the traditional markets, the types of speech functions used in traditional market, types of speech function used by men and women in traditional market and why the different types of speech used in business transaction in the traditional markets. A descriptive qualitative approach was carried out to collect the data of this study. Men and women sellers and purchasers in Berastagi Traditional market were taken as the subjects in this study randomly. The research findings show that (1) Linguistically, speech functions are realized in business transaction in the traditional market into the form of mood: declarative, interrogative and imperative, (2) There are four types of speech function used in business transaction in the traditional market, namely: statement, question, offer and command in which they are coded in lexicogrammar, (3) The most dominant type of speech function used by men is statement (48,27%), while the most dominant type of speech function used by women is question (55,36%). Question is the most dominant type of speech function used by men and women in business transactions, and (4) The different types of speech function used in traditional market because linguistically, buyers and sellers need to exchange their experiences each other to send the messages from one to others successfully.