

CHAPTER I

INTRODUCTION

1.1 The Background of the Research

The success of business transaction depends mainly on the effectiveness of interchange between the sellers and purchasers (buyers). This study is aimed at investigating the roles played by the two sides. Specifically, it is a study of speech functions used by participants in business transactions. Speech functions refer to the roles played by addressers and addressees. Specifically, speech function concerns with whether the addresses make a statement, question, offer, and command. This speech function theory is based on Systemic Functional Linguistics (SFL). The writer is interested to analyze this topic because she wonders to know the types of speech function take place in business transaction through buyers and sellers conversation in a traditional market.

Halliday (1985) has sought to create an approach to linguistics that treats language as foundational for the building of human experience. The work of Halliday is concerned with the meaning. A language cannot be disassociated from the meaning. His insights and publications form an approach called Systemic Functional Linguistics (SFL). SFL is an approach to linguistics developed by Halliday which sees language in a social context. This approach is based on the theory of grammar which considers language as a resource used for communication and not a set rules. Halliday's metafunction and system of language consider language as having three main functions, they are: (1) *the ideational function* is to organize the speaker's or experience of the real or

imaginary world, that is language refers to real or imagined persons, things, actions, events, states, etc; (2) *the interpersonal function* is to indicate, establish, or maintain social relationships between people which includes forms of address, speech function modality, etc; (3) *the textual function* is to create written or spoken texts which cohere within themselves and which fit the particular situation in which they are used (Martin, 1992 : 8-13). In line with these three meta-functions, this study will focus only on the interpersonal functions in which language is used to enable us to participate in communicative function with other people, to take on roles and to express and understand feelings, attitude and judgments (Bloor and Bloor, 1999:9).

In an interaction, there are two terms mostly involved, speaker and listener. In the act of speaking, the speaker adopts a particular speech role and assigns to the listener a complementary role in which he wishes him to adopt in his turn. For instance, in asking a question, a speaker is taking on the role of seeker of information and requiring the listener to take on the supplier of the information demanded. The most fundamental types of speech role, which lie behind all the more specific types are giving and demanding. Either the speaker is giving something from listener (a piece of information, for example) or he is demanding something from him. Even these elementary categories involve complex notions, giving means "inviting to receive", and demanding means "inviting to give". The speaker is not only doing something himself, he is also requiring something of the listener. Therefore, an "act" of speaking is something that giving implies receiving and demanding implies giving in response.

Cutting across this basic distinction between giving and demanding is another distinction, equally fundamental, that relates to the nature of the commodity being exchanged (Halliday, 1978 : 68). This may be either (a) goods and services or (b) information. For example, the utterance 'kiss me!' or 'get out of my daylight!', 'pass the salt!', the exchanged commodity is strictly non verbal: what is being demanded is an objective or an action, and language is brought in to help the process along. This is an exchange of goods and service. But the utterance 'is it Tuesday?' or 'when did you last see your father?'" what is being demanded is information: language is the end as well as the means, and the only answer expected is a verbal one. This is an exchange of information.

The two variables, giving and demanding, define the four primary speech functions of *Offer, Command, Statement, and Question*. Information is opposed to goods and service (indicative versus imperative). Offer and Statement for giving (declarative) are opposed to Command and Question for demanding (interrogative). For information area or knowledge (K) the Statement and Question are two speech functions used. And Offer and Command functions are used for goods and service as actions (A). These, in turn, are matched by a set of desired responses: accepting an offer, carrying out a command, acknowledging a statement and answering a question.

Martin (1992:32) proposes a semantic perspective on the grammatical labels along the semantic interpretation of central mood system. It is a paradigm with *Offers and Commands* are grouped as *proposals* and *Statement and Questions* are as *propositions*.

Proposals:

Offer : Can I get you a drink

Command : Get me a drink, would you

Propositions :

Statement : There's lots of beer

Question : Is there any Tooheys ?

Speaking a language is engaging in a rule-governed form of behavior. By using the theory of language as rule-governed intentional behavior in a research is to provide evidence, and explain the possibility of language use characterization (Searle, 1980:16). Speaking a language means to perform speech function (such as making statements, giving commands, asking questions, making promises, and so on).

The topics of sociolinguistics are very wide, they are: (1) socio-economic status, (2) gender, (3) ethnic group, (4) age, and (5) occupation (Southerland, and Katamba, in O Grady, 1996). This research is narrowed to study on sociolects. In sociolects research the researcher concerns with 1: social-economic 2. Gender. From these sociolect factors, this study is related to gender and occupation. This research is planned to analyze speech function of traditional market sellers' interaction to their buyers. Observation is planned to record the string of conversations of sellers and buyers. This study deals with the information of types of speech function take place in business transaction through buyers and sellers conversation in a traditional market.

Based on the above explanations, the approach that used to carry out this research is Systemic-Functional Linguistics (SFL). The focus of study is speech

function of sellers and buyers of traditional market. It deals with an analysis language used by sellers and buyers in traditional markets. There are some previous studies related to the analysis of conversation structures in Internet or other media of communication. However, this analysis focuses on the speech functions used in the function of selling and buying, the types of speech function used by men and women, and the reason why the typical function is used in business transactions in the traditional market.

1.2 The Problems of the Study

In relation to the background of the study, the problems are formulated as follows.

1. How is the business transaction linguistically coded in the traditional markets?
2. What types of speech functions are used in traditional the market?
3. What types of speech functions are dominantly used by men and women in the traditional market?
4. Why are the different types of speech functions used in the traditional market?

1.3 The Objectives of the Study

In relation to the problems, the objectives of the study are

1. to describe business transaction linguistically coded in the traditional market,
2. to discover types of speech functions used in the traditional market
3. to discover the dominant type of speech function used by men and women in the traditional market.

4. to observe why the different types of speech functions used in the traditional market.

1.4 The Scope of The Study

This study deals with the interpersonal function of language in which a language is used as a means whereby a speaker participates in the speech situation. It involves roles, attitudes and judgments. Participants' choices of linguistic forms are thus constrained by their construction of a context. This interpersonal function defines clause as an exchange, a transaction between speaker and listener. In this study, the terms speaker and listener will specifically be replaced with sellers and buyers of traditional market. The analysis of language used on transaction includes the four primary speech functions such as offer, command, statement, and question.

1.5 The Significances of the Study

The findings of this study are expected to give some relevant contribution to the following

1. Theoretically, sociolinguistics research through a Systemic Functional Linguistics observation gives contributions (Offer, Statement, Command, and Question) that are used by participants in business transactions, the systemic theory can explain and predict mood types in traditional market.

This systemic observation shows readers how to use of language in a business interactions between sellers and buyers in Indonesia social-cultural environment.

2. Practically, the result of this study can be used as a model to identify and understand speech functions for serving commodity in traditional markets. This model helps the next researchers to investigate moves in traditional markets. Practically, the study applies systemic theory in relation to Lexico-grammar and sematic orientation in a context of situation (in traditional markets).

