

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study concerned in Conversational Style Used by Male and Female *in Business Transaction at Inpres Aek Habil Market in Sibolga*. The study is describing the male and female seller-buyer utterances used by five features of conversational used by male and female at Traditional Market, and also describing the reasons of male and female used style differently. Based on data analysis, the conclusions were stated as the following:

1. All types of conversational styles were used by male and female at traditional market. They are: amount of talk, interruption, conversational support, tentativeness and compliment.
2. The features of conversational style used by male and female are different with seller-buyer (male-female), based on the features of conversational to do in business transaction at market to seller-buyer. The features of conversational style, they are amount of talk, interruption, conversation support, tentativeness and compliment. Based on data of features of conversational used by female seller-buyer are higher in using amount talk and interruption than male seller do in business transaction at market. Meanwhile male are higher in using interruption. Because in daily life, female use of amount of talk so it still that brought in sales activities and bargaining is conducted in business transaction at Market. And which in

everyday men do not talk much only talk if the need for it and assertive, this has the effect of bargain at market, which male have a habit so only as needed speak in bargaining market. They have assertiveness in communicating because they only talk if they deem as necessary in business transaction in the market. The features of conversational style between male-female of seller-buyer of “*Business Transaction at Inpres Aek Habil Market in Sibolga*” can conclude that male seller and female seller are able to communicate and conversation to their buyer and have style differently in each other in business transaction at market.

3. Male and Female seller used by differently in Business Transaction at Inpres Aek Habil Market in Sibolga, it is because male and female seller-buyer have different characteristics in social life, and these characteristics have affected them to be having different style in doing interaction of Business Transaction at Inpres Aek Habil Market in Sibolga. Between male and female obviously have a difference that can be seen in everyday life, in which male tend to talk a little and in moderation, and this is also happening in the market, which they bring their everyday habits into the bargain market, but on the contrary female anyway.

5.2 Suggestion

It is suggested to those who concerned with gender differences and conversational style in Business Transaction at Inpres Aek Habil Market in Sibolga.

1. It is suggested to the lecturer to teach, especially in daily life whereas this study can be conduct and elaborate in research field.
2. It is suggested for other researchers, who want to elaborate the study about gender differences and conversational style in the other field.
4. It is suggested for students who want to study about sociolinguistics branch above all in mastering the characterisctic of male and female speakers in making the interaction.
5. It is suggest for readers to develop the theory of gender differences in due to the interaction in other field, such as; in debate program, daily conversation and entertainment program.