

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Communication is one of central difficulties skill to master in speaking. In communication, people use language in a practical way. We use it virtually in everything we do. Language is so automatic and natural that people pay less attention to it, but sometimes emphasized by the fact that they do not speak quite good as other do. Many people need to have professionals to learn about language, although to simply being able to use it. Communication is a process of transmitting information and common understanding from one person to another (Keyton, 2011). Communication is the act of conveying information for the purpose of creating a shared understanding. It's something that humans do every day. In other words, Communication is the activity of conveying information through the exchange of thoughts, messages, or information, as by speech, visuals, signals, writing, or behaviour

Communication is closely associated with the interaction, whereas speaker and listeners are able to encode and decode the messages in conversation itself, while there are three models of interaction: first, transmitter is that the person sends his/her message in communication, second is receiver it means that the person being communicated with, and the third is noise, it is the set of factors which can interfere the communication between transmitter and receiver.

There are three significant components in communication, they are the speakers, listeners and the message. It can be inferred that communication is the

human activity to understand the message of communicator (speaker) and the communicant (listener) and the result of it is to get the effectiveness of their understanding.

Conversation is a joint activity in which two or more participants use linguistics forms and nonverbal signals to communicate interactively. Conversation may also be mediated, such as when electronic technology is used for speech or text. A conversation is not simply a sequence of messages expressed as speaking turns, produced by speakers, and received and decoded by addressees.

The evidence for conversational style differences between women and men is substantial. Compared to men, women have been described as more polite speakers (Holmes, 1995), both in terms of negative politeness, which recognizes the autonomy of others and avoids intrusion and in terms of positive politeness, which emphasizes connectedness and appreciation, women's conversational goals and strategies focus on establishing affiliation with their conversational partner, gaining trust, sharing confidences and building rapport.

Communication is fundamental in business, because business is a collaborative activity. Goods and services are created and exchanged through the close coordination of many persons, sometimes within a single village, and sometimes across global distances. Coordination of this kind requires intense communication. Complex product specifications and production schedules must be mutually understood, and intricate deals between trading partners must be negotiated. Communication styles vary enormously around the world, and these

contribute to a staggering variety of business styles. The success of business transaction depends mainly on the effectiveness of interchange between the sellers and buyers (purchasers).

In an interaction, there are two terms mostly involved, speaker and listener. In the act of the speaking, the speaking adopts a particular speech role and assigns to the listener a complementary role in which wishes him to adopt in his turn. For instance, an 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.

Moreover, researcher conducts gender, whereas gender is describing male and female do. Gender is embedded so thoroughly in our institutions, our actions, our beliefs and our desires, that it appears to us to be completely natural. It is determined how do male and female express their language use in due to interaction. All of us have different styles of communicating with other people. Our style depends on a lot of things like where we come from, our educational background, age and also our gender. Communication as understanding how the opposite gender interacts with each other can make the world a better place to live. Gender related language patterns may be influenced by a host of factors such as ethnicity, class, region, and age coupled with differences in personality, professional training and sexual orientation

Generally, men and women talk differently although there are varying degrees of masculine and feminine speech characteristic in each of them. But men and women speak in particular ways mostly because those ways are associated

with their gender. Moreover, Wardhaugh (2010) claims that women have tendency to use more compliments and polite forms than men. However, women just feel more comfortable than men when they are in private settings; for example, conversational style of men is competitive whereas that one of women seems to be cooperative.

In the society, as language can be only understood in its social contexts. In other words, the interpretation of an utterance out of its original context i.e. *it is Okay*, would be impossible, as it could be an agreement, disagreement or a continuer. There is a general agreement among sociolinguists that no two people speak the same, whether males or females; it is easy to know the social identity, sex, educational level, and region of someone from his/her speech (Holmes, 2008 & Wardaugh, 2006).

According to Holmes (2008), there are different reasons for why women use more standard forms. First, the social norms of a society that we expect women's behavior as a model (guardian of society's values), this will affect the language they use. In addition, women are more status- cautious rather than men. Women are alleged by a stereotypical expectation when they speak, whatever they say "can be used against them as an evidence of their deficiencies" (Holmes, 1985:25). Women also lack status in the society, so they "try to acquire it by using standard speech forms, and by reporting that they use even more of these forms than they actually do" (Holmes, 2008:164). By using standard forms, women fulfill their own face-protection needs and those they talk to. On the other hand, men use vernacular forms because they relate it to "masculinity and toughness" (Ibid: p. 167). Other reasons why women use standard forms are that

women were interviewed by male strangers and their sensitivity to contextual factors such as the topic raised during the conversation.

According to Swann (2000:225) based on empirical studies of gender and talk have documented a specific features of conversational styles, namely; amount of talk, tentativeness, conversational, interruption, and compliments. These features are shown the difference style of male and female speakers in conversational. In line with what Huffaker and Calvert find in their research also show through the finding of their research that male used more non literal language in description of their own emotion than positive one, while female used more in description of their own emotions and showed no difference in describing positive and negative emotions. It indicates that men and women talk differently because they are raised in something like two difference gender. Men tend to speak up what they are feeling and thinking instead it by themselves, while women prefers saving face by not telling the truth of what they are feeling and thinking.

Much of the research that included examinations of gender has shown that women are more interested in developing and maintaining sales relationships than their male counterparts (Sigauw and Honeycutt, 1995, Bettles and Lane, 2005) and are better at it (Groysberg, 2008). This takes on a degree of importance when viewed in terms of how males and females approach the entire sales relationship. Heaston (2005) found that women, who tend to be more relational, generally endeavor to first build relationships and then attempt to achieve their goals. Males, on the other hand, tend to be more direct and focus on achieving their goals, building the relationship as the process transpires.

There is no better arena for observing a culture in action than business. Cultures tend to reveal themselves in situations where much is at stake, because it is here that their resources are most needed. Marriage, family obligations, and such stressful experiences as illness and the death of a loved one bring out much of what is distinctive and fundamental in a culture. The same is true of business, because economic survival is at stake. Business practices are shaped by deeply-held cultural attitudes toward work, power, trust, wealth—and communication.

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The existence of traditional market as a social institution has a strategic role in the development process of a nation (Bariarcianur, 2008). The participants (sellers and buyers) of the traditional market have daily routines in doing business transactions that very different with those on modern retail market. Many gracious values inherent in the traditional markets that can be explored and used as a strategy to compete in today's global world. The traditional market is a cultural center that describes the expressions of attitudes and values inherent in its society (Bariarcianur, 2008). There is often seen that profit is not the primary goal, but rather a tool of spiritual fulfillment of the unity in each transaction.

Communication and social interaction that exists automatically and then become the intimate relationship between sellers and buyers.

Traditional markets can also be regarded as a living museum of cultural activities and day-to-day behavior that indicate how people within a community forming, shaping, and shaped by culture. In the traditional markets, interactions among individuals are intertwined in harmony, dynamic and synergistic through the economy wheels. The economy in traditional markets is less dependent on the business orientation or market interest alone. In the traditional market, we can see the presence of the unity in multiculturalism. In addition, the main characteristic of traditional markets is bargaining process, which is the basic democracy concept in building an agreement.

Members of most cultures hold beliefs about the typical features that constitute a good woman or man. These might involve characteristics of gender-based costume, activities, areas of expertise, social roles in society, and ways of communicating. As a consequence, it is not surprising that language differences between women and men have been and continue to be documented. These differences occur in the conversational interactions of adult women and men. These differences tend not to be all or none. Although women offer more compliments than do men (Holmes, 1995), not all women offer compliments, and some men compliment more frequently than some women.

A study on the design on the traditional marketplace in Bandung, Indonesia was also conducted in the year 2011. The main conclusions from the study suggested that the design aspect of the traditional marketplace is not the main contributing factors to help increase the visitation rate of a traditional

marketplace. Other important aspects such as product price, product quality, and product availability plays a more significant part in attracting consumers to traditional marketplace (Rahadi & Hapsariniaty, Lifestyle and Architecture: A Consumer Perception Exploratory Study on Well Designed Marketplace in Bandung, 2011).

Choosing traditional market traders in this study besides to provide some light in understanding conversational style of sellers and buyers from the other side, especially in Sibolga. Trade that occurs between Sibolga and people coming from the interior of Sumatra has been going on for a long time. People who come from rural areas in need of marine products such as salt and fish obtained from communities around the Pesisir of Sibolga. Instead, Pesisir communities require agricultural outcomes such as fruits, vegetables and forest products lainnya.¹⁹ itineraries taken by people from the Batak Toba to the Pesisir of West Sumatra that is by traveling from Silindung-Aek Raisan-Bonan Dolok-Mela -Poncan-Mursala. Trade is what causes many people of Batak, Acehese, Minang and others who come to the area of Sibolga, the nickname of Terbilang Kaum. The nickname of "Terbilang Kaum" describes the condition of a pluralistic society. There are several ethnic groups in the region of Sibolga, so the city got that nickname. Ethnic contained in Sibolga among other Toba, Mandailaing, Malay, Nias, Javanese, Minang, Bugis, Aceh, and other tribes of the eastern part of Indonesia. In addition, there are some foreign entrants such as ethnic Chinese, Indians and Arabs live side by side in peace and mutual respect of each customs. But the person in the town of Sibolga more dominant is the Batak. It also illustrates that the city of Sibolga is a multi-ethnic region. In Sibolga community

Batak dialect or language is rarely used in everyday speech, especially people who are on the Pesisir. People are more likely to use the language of the Pesisir. Pesisir of language is a communication tool of Pesisir the community in delivering intents and purposes, both orally and in writing. Pesisir of language is widely used by people who are in Tapanuli Tengah and Sibolga, the identity of language are *ang (kamu)*, *beko (nanti)*, *kamunian/sabanta (sebentar lagi)*, *elok-elok (baik-baik)*, *mambali (membeli)*, *ambo (saya, ketek (kecil), gadang (besar), kini (sekarang) and etc.* The identity use of O (vocal) in the last of word.

Based on the preliminary observation, the researcher take as examples of conversational between seller and buyer at Traditional Market.

Conversation 1: Seller (Female) and Buyer (Female)

- (1) *Buyer (F)* : *Ado markisa, etek? (Do you have passion fruit, mam?)*
- Seller (F)* : *Ado, tapi mahal bana kini bu, indak ado kini markisa. (Yes, but it is expensive mam, because it isn't season now.)*
- Buyer (F)* : *Berapo satu kilo? (How much is one kilogram?)*
- Seller (F)* : *Delapan Ribu Rupiah (eight thousand rupiah)*
- Buyer (F)* : *Mahal bana, indak bisa kurang sakete, etek (it's very expensive, Can you make it lower, mam. please.)*
- Seller (F)* : *Indak bu, bai itu lah harganyo kini (no mam, because this is a price, right now)*
- Buyer (F)* : *Baitu anyo, pelok lah di ambo sakilo sajo. (oke, make me one kilo, please).*
- Seller (F)* : *Iyo, ado yang lain lagi? (yes, Do you need anything else)*
- Buyer (F)* : *Indak ado, makasih. (no, thanks)*

In the sample conversation 1 above, it is clear that the conversation between seller (female) and buyer (female) shows use of *tentativeness* to make their conversation in transaction, eg: *seller (F): Ado, tapi mahal bana kini bu,*

indak ado kini markisa. (Yes, but it is expensive mam, because it isn't season now.), and *buyer (F): Mahal bana, indak bisa kurang sakete! etek* (it's very expensive, Can you make it lower! Mam, Please) from the utterances *female more likely to exhibit tentativeness* and to build a better understanding with their communication patterns by using tag question, disclaimers and hedges in business transaction.

Conversation 2: Seller (Male) and Buyer (Male)

(2) *Buyer (M) : Lima kilo jeruk da pak (Five oranges kilograms, sir. please)*

Seller (M) : On pak. (It is, sir.)

Buyer (M) : Sa dia sude? (How much is that in all?)

Seller (M) : Lima Puluh Ribu Rupiah (Fifty thousand rupiah)

Buyer (M) : On da, Maluate. (Here you are, thanks)

The sample number 2, the conversation between seller (male) and buyer (male) use of the directive, male are more likely to use *directiveness and specific quantity in communication*, eg: *buyer (M): Lima kilo jeruk da pak (five oranges kilograms, sir. please), and seller: on pak (Here it is, sir)* from the sample it is clear to their conversation to make business transaction.

Conversation 3: Seller (Male) and Buyer (Female)

(3) *Seller (M) : Baju anak2 ibuk. Ado bacaan sibolganya da! (Dress for a child. have a Sibolga!)*

Buyer (F) : Untuk tiga tahun ada? (Do you have three years old?)

Seller (M) : Padusi atau laki? (Girl or boy?)

Buyer (F) : Padusi, berapa harganya? (Girl, how much is it?)

Seller (M) : Ini, Enam Puluh Ribu Rupiah ya buk. (This is sixty five Rupiah, mam)

- Buyer (F) : *Tak kurang lagi dek? lima puluh ribu lah, biar saya ambil satu. (Can you make it lower? Fifty rupiah, I will take one)*
- Seller (M) : *Ea lah buk (oke, mam)*
- Buyer (F) : *Ini uangnya (this is your money)*
- Seller (M) : *Makasih buk, ntar klo mau beli baju datang kemari ya buk (Thanks, mam. If you want buy of dress, please come here)*

Based on conversational 3 between seller (male) and buyer (female), it is clear that the sample number 3 shows that *directiveness and interruption*. Directiveness show by seller (male) because male are more likely to use *directiveness and specific quantity in communication*, eg: *padusi atau laki?* (girl or boy?), but buyer (female) shows that *interruption*, eg: *tak kurang lagi, dek? Lima puluh ribu lah biar saya ambil satu*, (can you make it lower? Fifty rupiah I will take one), *women often engage in more supportive interrupting to obtain of price their want in business transaction*, especially when they are in all-female groups.

Conversation 4: Seller (Female) and Buyer (Male)

- (4) Seller (F) : *Jeruk pak, manis-manis...dijamin. (Oranges, Sir! so sweet...to be guaranteed)*
- Buyer (M) : *Berapo sakilo? (How much does it costs?)*
- Seller (F) : *Dua Belas Ribu Rupiah/kg, indak rugi bapak mambalinyo.(twelve thousand rupiah kilo, it doesn't lose you buy)*
- Buyer (M) : *tiga kilo lah. (Three kilograms, please)*

While the sample conversation 4, between seller (female) and buyer (male), it shows that *directiveness* because seller (female) make more likely to use *politeness*, while male, as indicated above, are more likely to state *directives* e.g., *berapo sakilo?* (how much it costs?). *Female also use more logical connectors* , e.g, *dua belas ribu/kg, indak rugi bapak mambalinyo* (twelve thousand rupiah

kilo, it doesn't lose you buy), *the quality of the product and now it's better*" than *male do*.

Based on this situation, the seller (male) tends to indirect statement when seller do the business transaction with their buyer. It means that the seller (male) prefers to indirect strategies in business transaction to the buyer. While the seller (female) tends to use more directiveness statement when seller do the business transaction with their buyer. It means that the seller (female) prefers to direct strategies when the business transaction to the buyer.

From the previous preliminary data, male tend to use more conventionally indirect strategies while female tends to use direct strategies. This revealed that it is different from the theory which are pointed out by Swann, they are that female tend to favors more polite and less direct forms of directives than male.

Researchers wanted to see if the background of the culture of an area also referred able to influence the conversation and communication between the seller and the buyer in the transaction of buying and selling are closely connected with the bargaining is done at the traditional market, beside to how you can sellers attract buyers to buy what they are selling.

The views and phenomena described above is the background of the researcher's interest to make the problem of conversation style by male and female in business transaction at market.

The result previous researchers above leads the researcher to conduct a research about conversational style but in different phenomenon, since differences between male and female language is very interesting. Therefore, the writer wants

to do her study in the various way of making conversational style used by male and female especially at the traditional market, because she wants to find out whether or not the differences of gender also exist in this area. So, in this study the researcher interest the conversational style used by male and female in business transaction at Inpres Aek Habil Market in Sibolga.

1.2 The Problems of the Study

Based on the description of the background of the study state above, the problems of the study are formulated as in the following.

1. What features of conversational style are used by sellers (Male and Female) and buyers (Male and Female) in business transaction?
2. How are different ways the features of conversational style between sellers (Male and Female) and buyers (Male and Female) realized in Business transaction?
3. Why are they realized in the way they are?

1.3 The Objectives of the Study

The objectives of the study are formulated as in the following:

1. To find out the features of conversational style are used by male and female in Business transaction through of sellers and buyers.
2. To find out the different way the features of conversational style between male and female through of sellers and buyers in business transaction.
3. To investigates why they realized in they way they are in business transaction at market.

1.4 The Scope of the Study

Conversational styles covers various. This study is focused on the factors, pattern (indication of an ongoing process of conversational style) and reasons for the conversational style used by male and female in business transaction at Inpres Aek Habil Market in Sibolga. The three aspects are in focus since they are highly assumed to be related in the study of sociolinguistic.

The research are male and female in business transaction at Inpres Aek Habil Market In Sibolga. Male and Female as a seller and buyer to do of business transaction. Which as a seller of male to do of business transaction with buyer of female and male. And seller of female to do of business transaction with buyer of male and female. The researcher chooses 6 sellers (kinds of Sell at Inpres Aek Habil Market in Sibolga) and 12 buyer as the subjects because researchers restricted subject as the amount to be investigated of the subject will be studied able to represent from sellers who hold a sale and purchase transactions with buyers in the traditional market overall issues raised by the researchers, which researchers take 6 sellers and the subject of a variety of different sellers and buyers.

1. Seller (Female) and Buyer (Female)
2. Seller (Female) and Buyer (male)
3. Seller (Male) and Buyer (Male)
4. Seller (Male) and Buyer (Female)

1.5 The Significances of the Study

The findings of the study are expected to be relevant and significant theoretically. The findings can give contribution to all readers for those who are concerned with this field. In the following significances of the study are stated theoretically and practically:

1. Theoretically, findings of this study will be expected to enrich the theories of sociolinguistic such as; Gender differences is due to conversation, especially for students who want to observe male and female of features conversational style as we know that male and female have different style in speaking
2. Practically, finding of this study will be expected that the finding can be useful the guiding information for the reader. The information and idea for other researcher is who want to carry out further study on male and female and the features of conversationa style. The guidance for participants is to increase the sensitivity in practicing an effective cooperative and development the features of conversation style and sociolinguistic.