

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of the Study

Women and men's talk in same-sex groups is an important and still developing area of language and gender. It has often been assumed in past research that women and men each form one homogeneous group, sharing one common social agenda and that their speech behavior can be explained by means of two simple generalizations: men's competitive speech style and women's cooperative speech style. Their different speech styles are achieved by characteristically drawing on different conversational strategies such as minimal responses, hedges, turn-taking patterns, interruptions and so on in conversational interactions.

According to Bergvall et al., Thakerar's (1982) speech accommodation theory describes "how speakers may vary their discourse behavior in accordance with their desire to signal allegiance to or divergence from other members of the group". (Bergvall et al., 1996: 80) Through a large sample of conversations collection and then a systematic study of specific linguistic features, Bergvall et al. also reveals that women and men in their study display remarkably similar language behavior (Bergvall et al., 1996:60).

Women's speech is often described as tentative and women's speech style is always described as cooperative. This assertion is linked to the claim that women use more hedges. "Hedges are linguistic forms such as *I think, I'm sure,*

*you know, I mean, sort of* and *perhaps* which express speaker's certainty and uncertainty about the proposition under discussion." (Coates, 2004: 88) Hedges are used to mitigate the force of speakers' utterances and to save other speakers' face needs. According to Coates, Robin Lakoff (1975) explicitly links women's use of hedges with unassertness and argues that this is because women believe that asserting themselves strongly is not nice and less ladylike (Coates, 2004: 88) . This is a claim based on no empirical evidence. Although some later relative studies made by linguists have proved that women use more hedges than men, contradictory findings have also shown that women and men similarly use some conversational strategies. as the research done by Bergvall et al. shows that, the occurrence of *you know* and the use of *questions* in men's conversation is nearly the same as those in women's conversations (Bergvall et al., 1996: 60).

The importance of conversational style in a successful transaction is you sound spontaneous and natural despite through practice. Conversational style sounds as if you are talking to listeners rather than at them, sharing ideas with them rather than presenting a speech in front of them. One of the best ways to achieve this is to focus on sincerely trying to get your ideas across. It's also a great way to reduce speech anxiety, as getting a message accross is usually less stressful than performing.

For generations, Indonesians have bought their food at traditional markets, *pasar*. The term *pasar* can refer to a gathering of *tukang sayur* (vendors who sell off carts which go through residential areas), to a rough, temporary structure where sellers gather in the morning, to the large, multistory buildings run

by *PD Pasar* as market authority. The items sold in *pasar* are basically the same - fruit, vegetables, meat and fish, spices, dry goods and household items. Selection may vary slightly to better serve the needs of the ethnic groups which live in the area. In *pasar*, prices are not marked on items at traditional markets. Therefore, the fine art of bargaining is taken to new levels as housewives and household help try to get the cheapest prices possible.

Lakoff (1975) states that woman's language functions to express lack of confidence, uncertainty or tentativeness (Holmes, 1998). Lakoff (1975) argued that the use of hedging devices by women signal an evidence of their uncertainty, and boosting devices express their anticipations that the addressee may still be unconvinced, so they need to supply another evidence (Holmes, 1998). Lakoff's (1975) methods of collecting and analyzing data were artificial as she collected her data in a laboratory with a screen between the speakers. The results also were contradictory, because many sociolinguists noted that men used more tag questions than women did, and some others found that there were no gender differences (Holmes, 1998).

There are so many *pasar* in Medan, that condition always happens which are men used more tag questions than women did, and some others found that there were no gender differences. The buyer of women's language consisting of certain linguistic features that connote tentativeness, deference and lack of authority. The reason, according to Cameron (1998) is that women are socialized into using this style of speech as part of their subordinate social position. On the other hand, the buyer of men's dominance in conversation parallel their

dominance, power and authority in society. Men's linguistic patterns are regarded as ways in which they display power which is based in the larger social order but reinforced and expressed in face to face interaction with women (Henley & Kramarae, 1991).

Buyers and sellers in business transactions, each of which has a good hope. Expectations of the sellers are able to sell the merchandise easily and get great benefits, and expectations of buyers is able to buy goods at a very cheap price. In reality, expectations of buyers is very contrary to the expectations of the sellers. So often a small commotion during the business transactions. In every transaction, bargaining must always be done. There are many ways in which the two sides to avoid commotion during the transaction takes place, if in the process of bargaining is not going well, it is done by the seller is as follows: 1. keep silent, 2. anger, 3. persuade, 4. describe the condition of goods. It is done for buyer is as follows: 1. leave the seller, 2. grumble, 3. persuade.

Example of Conversation between a female seller (FS) and a female buyer (FB) and a male buyer (MB):

FB : *Berapa jambu merahnya buk?* (How much is the red guava, mom?)

FS : *Enam ribu.* (Six thousand)

FB : *Lima ribu gak dapat!* (five thousand, can I!)

FS : *Gak dapat, cantik kali ini jambunya.* (It may not, it is so nice)

(FB leave FS and FS comes to FS)

FS : *Mau berapa kilo?* (How many kilogram?)

FB : *Satu kilo aja.* (Only one kilogram)

FS : *Yaudah, ambil la.* (Ok, take it)

FB : *Buk ini uangnya ya.* (Mom, it's the money)

Based on the situation above, the FB would like to talk less in public context. She doesn't need it, it is stated that she doesn't use talk to assert status. It is caused that women is fear that her talk will be judged negatively.

- MB : *Berapa jeruk nya ini buk?* (How much is this orange?)  
FS : *Delapan ribu sekilo dua lima belas* (Eight thousand per kilogram and fifteen thousand for two kilograms)  
MB : *Kurang la, dua kilo sepuluh ribu ya?* (Lack it, ten thousand for two kilogram, right?)  
FS : *Belom dapat bang. Manis kali itu jeruk nya. Isinya pun merah kali..* (It can't. The orange is very sweet and so red)  
MB : *Bisalah, ambil banyak ini.* (Give it, I take some kilograms)  
FS : *Belum bisa bang. Ngambilnya pun mahal dari sana.* (I can't give. I also take it so expensive from there)  
MB : *Bisalah. Ya!* (Give it please, Ok!)  
FS : *Belum bisa bang. Gak kurang lagi.* (It can't. And don't be lack it)  
MB : *Ya udahlah. Kasih dua kilo aja.* (Ok. Give me two kilograms)

Based on this situation, male talked too much in public context, he tendencies it is public context it is conducted that he feels. And it is needed to establish or maintain his status in that group.

In *pasar*, in order to merchandise quickly exhausted, sellers call consumers to buy their wares with chanted the price of their wares. And if buyers feel the price is cheap, then they will go to the seller. And if the buyers feel the price is quite expensive, so they will ignore the seller. But sometimes the buyers go directly to the seller although the seller does not call them. In every transaction, bargaining must always be done. One of the consequences of this concentration is a growing imbalance of bargaining power within transaction. In *pasar*, sellers characteristically say that they merely respond to consumers' wants and that, if they get it wrong, consumers will go elsewhere. However, it can be argued that they also play a key role in shaping consumer demand and that,

because of the power they wield in the marketplace, they have a strong influence over what consumers buy, and how and where they buy it. *Pasar* can be seen as gatekeepers rather than passive transmitters of consumers' wishes, and their gate-keeping role can work to the detriment of consumers and suppliers alike.

Based on different sociolinguistics studies, which carried on investigating the differences between men's and women's language, most sociolinguists have agreed that women used more standard forms than men who tend to use vernaculars. 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). 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). 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.

Nevertheless, researcher conducts gender, whereas gender is describing male and female do, it is determined how do male and female express their

language use in due to interaction. Theoretically, male and female have different way in communication (Tannen: 1992), she says that male tends to use his logic to tell something, whereas female tends to use her emotion and feeling in conversation. Tannen (1992) adds six differences of communication between men and women, such as; status versus support, independence versus intimacy, advice versus understanding, information versus feeling, order versus proposal and conflict versus compromise. According to Swann (2000) based on empirical studies of gender and talk have documented a specific features of conversational styles, namely; amount of talk, tentativeness, conversational support, interruption, and compliments. These features are shown the different styles of male and female speakers in conversation.

In relation to the study, there are some previous researcher like Basirah (2012) in her study about “Gender Pattern on Facebook: A Sociolinguistic Perspective”. This paper is summarized of tracing differences and similarities among the sexes use internet particularly social networking site, Facebook. And Nurul (2016) in her study about “Gender Language Characteristics of Twitter Participants of Different Culture”. The differences exist on multiple levels and research shows that even on internet one is not a human being rather “man” or a “woman”. All these have been exhibited through language and the choices they make. Researcher wants to see if the background of the culture of an area also refer able to influence the conversation and communication between the seller and the buyer in transaction of buying and selling are closely connected with the bargaining is done at the traditional market, beside to how seller can attract buyers

to buy what they are selling. Being talked to, preached at, or lectured to by those trying to win business is generally felt as annoying, not persuasive. As clients don't respond to conventional, one-way, "packaged" marketing because it doesn't answer the questions they have when they are trying to buy, nor tell them what they need to know.

Marketing or selling begin to work when a conversation moves away from being a role-to-role exchange of capabilities, contracts, and costs, and becomes a person-to-person interactive dialogue about ideas, beliefs, and perspectives. Only then can it build the chemistry, confidence, and commitment that lead to new revenues.

The views and phenomena described above is the background of the researcher's interest to make the problem of conversational style by male and female in business transaction at market. The result previous researchers above lead 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 will do her study in the various way of making conversational style used by male and female seller especially at traditional market, because the writer 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 seller in business transaction at *Pasar Sentosa Baru*. In this case the researcher only will choose "sellers" in the market as research subjects because their selling positions are fixed and easily obtain data and interview them.



## **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

- a. What conversational styles are used by the male and female sellers in business transaction?
- b. How are the conversational styles by male and female sellers apprehended in business transaction?
- c. Why are they apprehended in the ways they are?

## **1.3 The Objectives of the Study**

The objectives of the study are

- a. to describe conversational style are used by male and female sellers in business transaction,
- b. to elaborate the apprehensions of conversational style by male and female sellers in business transaction, and
- c. to investigates the reasons for the apprehensions in the ways they are.

## **1.4 The Scope of the Study**

The conversational style is the basic tools with which people communication anything what is said in some way, that way is style. It can be stated that male and female have own style in conversation. In this study, writer is focused on the features of conversational style according to Swann (2000) are

used by male and female especially business transaction in Pasar Sentosa Baru. The features of conversational style are amount of talk, tentativeness, interruption, conversational support and compliment.

### **1.5 The Significance of the Study**

Findings of this study are expected to be useful for theoretically and practically in some respects.

1. Theoretically, findings of this study will be expected to enrich the theories of sociolinguistics such as; Gender differences in due to conversation, especially for sellers in the market who want to observe males' and females' styles in conversation, as we know that male and female have different styles in speaking.
2. Practically, findings are expected to be useful for other researchers who are interested in analyzing males' and females' characteristics in speech. In order to, other researchers are able to find that male speakers are able to communicate by female-like strategies and vice versa female speakers are able to communicate by male-like strategies.