

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusions

After analyzing the data in kinds of conversational styles in male and female in business transaction in traditional market, some conclusions are drawn as the following:

1. There are five kinds of conversational styles in business transaction especially in traditional market, and all of kinds used by male and female sellers in business transaction in traditional market at *Pasar Sentosa Baru* Medan. They are amount of talk, interruption, conversational support, tentativeness, and compliment.
2. Male and female sellers used conversational style with their each way, based on the feature of conversational to do in business transaction at market to buyers. The features of conversational style are amount of talk, interruption, conversational support, tentativeness, and compliment. Based on the data kinds of conversational style used by male sellers are higher in using amount of talk than female sellers do in business transaction at market, and kinds of conversational style used by female sellers are higher using interruption than male sellers do in business transaction at market. In business transaction, female sellers have habit so only as needed speak in bargaining market, and for male sellers used amount of talk to show and make sure the quality of their goods are good and to make a good relationship with buyers.

3. Male and female sellers used conversational style differently in Business Transaction at Pasar Sentosa Baru Medan, it is because male and female sellers have different characteristics, and these characteristics have affected them to be having different style in doing interaction of Business Transaction at Pasar Sentosa Baru Medan

## 5.2 Suggestions

It is suggested to those who concerned with gender differences in conversational styles in business transaction at Pasar Sentosa Baru Medan:

1. For Bataknese sellers should use soft intonation while selling, so that buyers are not afraid to shop for goods in our place.
2. For all sellers should use good communication can help traders achieve good profits too and adds the buyer to always come to shop to their place especially in traditional market at *Pasar Sentosa Baru* Medan.
3. For all another ethnic sellers should compete in a healthy manner in business by selling good quality products and communicating and serving well