CHAPTER I

INTRODUCTION

A. The Background of the study

As a means of communication, language plays an essential role in society. Human as a social creature needs media to communicate with each other. The media is called language. Language involves opinion, sense, intention, desire and most of the human's knowledge and culture. The core of communication is delivering a clear message to the listener to achieve a good understanding of the case.

The form of interactive communication between two or more people is called conversation. One is called the speaker, and the other is called the listener to get and exchange information. Mey (2001) states that the conversation is a cooperative activity in the sense, which involves two or more participants, deliver their ideas. Besides, Saville and Troike (2006) assert that the conversation has a rule to follow as a reflection of the speaker's and listener's communicative competence to be able to communicate appropriately.

In conversation, the position of participants (speaker and listener) is not static. They will be changing to get each turn to talk.
Example:

A   : Have you done your homework?

B   : Yes, I have.

A   : Okay, then. Can you do this paper for me? I need it in a hurry.

B   : Yes, I can

We may see the example where A is the speaker and B is the listener who is waiting for the turn. The illustration shows the changing or replacement position of the speaker to listener occurred then it is called turn taking. The basic unit of the conversation is the turn. Turn is a shift in the direction of the speaking flow which is characteristic of normal conversation Mey (2001). According to Sack, Schegloff, & Jefferson (1974) Turn taking is the process through which the party doing the talk of the moment is changed. To make conversation flows smoothly and comfortably, the participants have to know the rules of turn taking itself. The strategies of turn taking relate to the organization of talk. The conversation has a good organization if turn taking strategies are obeyed.

Sack, Schegloff, & Jefferson (1974) divided turn taking into three simple types, they are; Current Speaker Select the Next Speaker, Self-Select, Current Speaker Continuous. Current Speaker Select the Next Speaker is the speaker selected has the right to take the next turn. Self-Select is the second strategies of turn taking, if the speaker does not choose the next speaker, another person can self-select to start speaking or switch roles to become the current speaker. The last turn taking strategy is Current Speaker Continuous. Simply the speaker can decide to continue speaking if no other person self-selects to start talking.

A conversation is the impromptu, spontaneous, everyday exchange of talk between two or more people. Turn taking is essential feature in conversation. In daily society conversation, the turn taking also occurs. In this case, the bilingual or multilingual society occurs at the center of traditional shopping.

Market is one of the places where sellers and buyers meet, which involves both in the buying and selling process. Sellers and buyers are required to always communicate well in the buying and selling process. When buying and selling process occurred, the transition between the seller and buyer is found. The activity of selling and buying in the market flows well because it has a role in conversation or usually called a conversational structure. The interaction between buyers and sellers has a shift which is called as turn taking. When buyer asks for something about the goods in the market, the seller automatically answers it, or even both seller and buyer ignores the answer, the turn taking between them occurred.

In this case, the traditional market in Dolok Sanggul has its own uniqueness in the use of turn taking. In daily life, a community in Dolok Sanggul still converses with the local language. The handling of many pragmatic particles is generally appended to sentences and spoken with a rising intonation which expresses a wide range of attitudinal functions, among politeness that showed through conversation. The field of this research was the conventional market of Dolok Sanggul. The researcher chose this location because it was a strategic place where the process of selling and buying occur. In addition, for the researcher this is one of accessibility because researcher is local youth of Dolok Sanggul district.

The conversation between the seller and buyer in the traditional market of Dolok Sanggul is interesting to investigate because the interaction of exchanging the right to speak is different from the typical structure of conversation. The researcher observed how the process of bargaining prices happened. The kinship system of Batak Toba culture is based on blood, which

created a system as Marga. When they did the process of the bargaining, to bridge conversation, they had been using addressee term and tricking until one of them gives in. The researcher as the local youth of Dolok Sanggul district wanted to explore that area through this study. Besides, the researcher needed to prove how turn-taking applied in the traditional market in Dolok Sanggul. From the previous study, it was found that most analysis of turn taking were in the field of movie, talk show and classroom interaction. In this case turn taking in the traditional market of Dolok Sanggul was attractive to analyze besides this research brought the local wisdom in North Sumatra.

Every people have their own way while taking the turn to talk. They are just not realize that in every system and strategies of turn taking in conversation give a lot of effect to the participants, program, and also the audiences. The data of this analysis showed phenomena about taking the turn to talk and also found new thing that interruption have the relationship with overlap.

Some previous studies have been done write about turn taking. Among other were Jufadri (2017) with focused turn taking types based on Jacob L Mey theory and function have different thing perharps the data belongs to it, so Jufadri as researcher analyze it. Also Herisusanto (2017) focused system and stategy in turn taking in classroom. Next Chalak (2017 in his study showed that female mostly were chosen by the teacher to speak while self-selection was observed more frequently in male classes. Besides, Jucker (2015) focused in the sytem of turn taking too but with different object.

A great deal of turn taking research has been conducted on the theory and most field of research found in the movie, talk show, and classroom interaction. Researcher also searched about this topic in Google Scholar ranging from 2014 to 2019 and found 21.200 studies about turn taking. But from the researching, the researcher did not find reviews about turn taking in the traditional market. This research found the types and the dominant types of turn-taking. Therefore it is not only an approach to linguistics as pragmatic but also with sociolinguistic. Thus the researcher is undertaken with the title "Conversation Analysis of Selling-Buying in Dolok Sanggul Traditional Market."

B. The problems of the study

The problems of this study are formulated as the following:

1. What types of turn-taking were used among Batak Toba sellers and buyers in Dolok Sanggul Traditional Market?

2. What were the dominant types of turn-taking that occurred among Batak Toba sellers and buyers in Dolok Sanggul Traditional Market?

C. The objectives of the Study

Based on the problems of the study above, the objectives of this study are:

1. To find out the types of turn-taking used among Batak Toba sellers and buyers in DolokSanggul Traditional Market

2. To identify the dominant type of turn-taking that occurred among Batak Toba sellers and buyers in DolokSanggul Traditional Market

D. The scope of the study

Based on the background of the study, to get a specific explanation, this research is limited in turn-taking that is used by Batak Toba sellers and buyers in

Dolok Sanggul Traditional market. The researcher focused on the theory of Sack et al (1974) about the types of turn-taking there are Current Speaker Select the Next Speaker (CS2TNS), Self-Select (SS), Current Speaker Continuous (CSC).

E. The significances of the study

This research was expected to give a valuable contribution theoretically and practically:

1. Theoretically, the result of this research was expected to be used as additional information to improve the knowledge about linguistics, especially in the field of Pragmatics as well as in conversation analysis.

2. Practically, this research was expected to be useful as a reference for other researchers who are interested in Linguistics.