

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

Abstract thought, ideas, desires, feeling to learn to communicate with others, to fulfil wants and needs, share experiences as well as to establish rules and maintain our culture, as Brown and Yule (1983) identify two main functions of language: the transactional (information-transferring) function and the interactional (maintenance of social relationship) function. Language can be defined as verbal, physical, biologically innate and basic form of communication.

A good communication is one that comes from a speaker who can convey good messages to audiences so that they can give feedback in order to create communication by language. Language is the principal means whereby we conduct our social lives. When it is used in contexts of communication, it is bound up with culture in multiple and complex ways. To begin with, the words people utter refer to common experience. They express fact, ideas or events that are communicable; they refer to a stock of knowledge about the world that other people share and also reflect their author's attitudes and beliefs, their point of view that are also those of others; that is why language as a communication tool has an important role in human interaction. Politeness is used to express their feelings in a good attitude. It influences the conversation because the contents of it make all parties relax and comfortable with others. Politeness is a fixed concept in the idea of polite social behaviour or etiquette within a culture (Yule: 1996: 60). Today,

shopping is the trend hobby for human even young or old human, some of them try to buy online and some by directly. The price for buying by online cannot be bargained but by directly face with the seller can make negotiation by playing the language. Bargaining is a type of negotiation in which the buyer and seller of a good or service debate the price and exact nature of a transaction. If the bargaining produces agreement on terms, the transaction takes place where bargaining is an alternative pricing strategy to fixed prices. The people bargain by using polite language to get the lowest price. They have different ways in bargaining specially for women, they have good ability to play language while bargaining, they use politeness strategies in various way as Brown and Levinson (1987: 101) proposed 4 strategies of politeness: Bald on record, positive politeness, negative politeness and off record.

The data were taken on June, 24th 2019, there were some buyers that bought some clothes. From the data above, it can be seen that actually Brown and Levinson (1987) state that negative politeness is used for close relationship and then the speaker and hearer will speak what they want they do the freedom of action without getting angry from hearer but on my data, first, it proves that the seller and the buyer were close but when the speaker (buyer) does the free action to the hearer (seller) they have sharp moment because the hearer is getting angry to the speaker. So the theory of negative politeness doesn't work exactly in bargaining moment. Second, Brown and Levinson stated there are 5 strategies in negative politeness, they are be direct, don't assume, don't coerce, communicate speaker want and redress other wants of hearer. From the data, the researcher

found that the speaker (buyer) didn't apply one of the fifth but *be over*, the speaker used this strategy because first when she said *udah tiap hari pun belanja disini* actually she shopped every week, she was over to make sure that she is close with the seller because being over can make u will do negative politeness with someone.

Example:

by : *Kasih kuranglah, aku kan uda tiap hari belanja disini, udah dekat pun kita.*

Give the price less please, I've been shopping here every day, we have been close right?

Sel : *Gakbisa lo wak, karna uda dekat itulah makanya ku kasih harga segitu.*

I cannot give it aunty, because we've been close that's why I give that price.

By : *Gak enak kaulah..pelit kali*
you are not nice, so stingy.

Sel : *Diam sambil sinis*
Silent by looking sharply.

By : *Gajadilah aku beli yang ini, yang itu aja.*
I cancel to buy this, I want to buy that one.

Sel : *Ooh yauudah wak gapapa, ada uang muka nya ini wak?*
o yaahh never mind onty, is there the first transaction?

By : *Alah minggu depan ajalah itu.*
alaah, next week

As we know politeness has been studied from many different perspective, however it seldom discussed how does politeness strategies work in bargaining for the buyers are women, so, as the previous studies above, the writer is interested to explore the use of politeness in bargaining by women because they have unique ways in bargaining, they bargain by telling the story of their problem to get the lower price, they were giving admiration by joking the seller as Romaine (1994) states that the manner in which people communicate often depends on their power which is related to social status, ethnicity, age and culture of someone. The mothers, widows, girls are women that are more active than men in speaking especially in bargaining and they also have different manner in using politeness in bargaining because of their status. Based on that phenomena, it is believed that the mothers, widows, girls have different politeness in bargaining because of some factors especially different status.

1.2 The Problems of Study

Based on the background of study, the problems of the study were formulated as following.

1. What politeness strategies were used by the women in bargaining?
2. How were the politeness strategies realized by women in bargaining?
3. Why were the politeness strategies realized as they are?

1.3 The Objectives of the Study

In line with the problems of the study, the objectives of the research are

1. to investigate the politeness strategies used by women in bargaining,
2. to describe how the politeness strategies were realized in bargaining and

3. to explain the reasons of politeness strategies realized by the women in bargaining.

1.4 The Scope of the Study

As previous statement that people communicate often depended on their power which is **related to social** status, ethnicity, age and culture of someone. This study attempted to find out the politeness strategies that used by the women when they communicate each other in bargaining some products in media credit.

1.5 The Significance of the Study

The findings of the study were expected to be useful and relevant theoretically and practically. Theoretically, findings of this study were expected to enrich the theory of politeness and language. In addition, the findings can be references for further study.

Practically, the findings of this research were useful for

1. Teachers, lecturers and students of university as references performing politeness in their daily life,
2. Listeners in daily communication by doing the politeness principle they feel comfort in communication, and
3. Other researcher as source to conduct the next further research.