

ABSTRACT

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This current study aimed to examine the turn-taking strategies that are used by sellers and buyers at Horas traditional market, Pematangsiantar. This study wants to show the process of turn-taking between sellers and buyers when taking their turn. Especially on take the turn when sellers and buyers do bargaining process. It means that which can be looked at how the sellers and buyers manage and take to the first current or exchanged of talking turn in interaction. The data were analyzed using Sack Schegloff, and Jefferson (1974) which divided into three kinds, Current Speaker Select the Next Speaker, Self Select, Current Speaker Continuous. The data is collected by doing a recorded video about the interaction between sellers and buyers, Pematangsiantar. The researcher found 40 data to support this study. Based on the result, the dominant strategies used by sellers and buyers is Current Speaker Select the Next Speake (50%), the next dominant is Self Select (32,5%), the last strategies is Current Speaker Continuous (17,5). The reason to use the dominant types is because the situation that often occurs is one buyer and one seller, so it can be ascertained that when the buyer becomes the current speaker, the next speaker is the seller, and vice versa. This study also showed that the most buyer does interact with seller is female buyers. It makes that the process of bargaining here needs a long time, different for male buyers, they only make on the bargain.

Keywords : Semantic, Turn Taking, Bargaining process, Horas traditional market