

CHAPTER V

CONCLUSION

This part deals with that researcher concludes the flow of turn-taking mechanism between sellers and buyers at *Horas* traditional market. This research shows that there are forty data of turn-taking strategies (according to Sack Schegloff, and Jefferson, 1974) used of sellers and buyers.

On the bargaining process, both sellers and buyers have used all the types of turn-taking strategies. It can see on the data analysis that shows the percentage of occurred turn-taking between sellers and buyers at *Horas* traditional market. There are 20 data which contains Current Speaker Select The Next Speaker, then there are 13 data which contains Self Select, for the last, there are 7 data which contains Current Speaker Continuous. Totally there are 40 data found.

Therefore, the most dominant data found in this research is Current Speaker Select The Next Speaker (50%). It is because the most occurrences situation is one buyer and seller. During the conversation, the researcher saw that in this type, the interaction that often occurs between seller and buyer is giving a question. Such as the buyer asking if the price product or the seller asks the buyer what she/he needs. This situation shows that turn-taking between sellers and buyers can run smoothly, and they also understand each other.

The second dominant type in this research is Self Select (32.5%). In this type, the researcher sees many turns that occurred for one conversation. This happens because at the same time many buyers interact with the seller so that this can result in interruptions between the seller and the buyer. Self-select happened when the current speaker does not choose the next speaker to respond to her/his statement, so

the other speaker can self-select to start speaking or to switch the rule to become the next speaker.

The last type during the conversation that occurred between sellers and buyers is Current Speaker Continuous (17.5%). This type is very minimal occurred between sellers and buyers at *Horas* traditional market. Even if this happens, it is because the current speaker did not get a response for the statement (seller/buyer) gave so that the current speaker tries to take the turn again.

The researcher also found the reasons why the sellers and buyers do interruption, it is because they want to show their agreement, assertiveness, and clarification. The other reason is because the buyer want to hurry up and get their groceries quickly. So, the conversations between sellers and buyers in *Horas* traditional market are classified as complicated turns.

The results of this study also indicate that the dominant gender which do bargaining interactions with sellers in *Horas* traditional market is the female buyers. It can be seen in the participant table contained in the data source. In this case, the bargaining interactions carried out by female buyers needed a long time. This can do because the female buyers always bargain till they get a cheap price. Unlike for male buyers, they only do bargaining once, this happened because they don't want to spend a long time for bargaining interaction.

Finally, the theory of Sack et al. (1974) used for turn-taking techniques in a conversation between sellers and buyers at *Horas* traditional market, Pematangsiantar. After doing this research, the researcher gains a clearer understanding of the rules of conversational turn-taking.