


Terbit online pada laman web jurnal : <http://e-journal.sastra-unes.com/index.php/JILP>

 Fakultas Sastra Universitas Ekasakti	JURNAL JILP (Jurnal Ilmiah Languge and Parole) Volume 4 Nomor 1	
	ISSN : 2581-0804 (Media Cetak)	E-ISSN : 2581-1819 (Media Online)
Received: 02-11-2020	Revised: 08-11-2020	Available online: 31-12-2020

REALIZATION OF THE POLITENESS PRINCIPLES USED BY ATAS MARKET AND BAWAH MARKET MUARA BUNGO TRADERS IN THEIR SPEECH TO THE BUYER

Rini Afrilesa. J

English Literature Program Faculty of Language Muara Bungo University, afrilesananda85@gmail.com

Abstract

This research is motivated by the utterances of traders in the Atas market and Bawah markets of Muara Bungo, which have a good politeness value. In this study, researchers used a qualitative descriptive approach in which data results were based on existing observations and interpretations. The data studied were the stories of traders recorded in the Atas and Bawah markets of Muara Bungo. After recording the data is transcribed and grouped based on the type of speaker. After that, the data will be analyzed in terms of compliance with and violations of the principles of decency according to Leech theory. The realization of courtesy of the Atas market traders and the Bawah markets in Muara Bungo both have a good politeness value. Through the author's observations, the Atas market traders are more friendly than the Bawah market.

Keywords: Politeness, Bawah Market, Atas Market, Muara Bungo

© 2020Jurnal JILP

I INTRODUCTION

This research looks at how the form of speech of *Atas* and *Bawah* market traders to buyers. Trader is actually someone's profession who is required to be friendly and polite to attract buyers. However, sometimes there are some traders who have low politeness values. Therefore, the researcher is interested in the topic of research on the level of politeness of traders in the *Bawah* and *Atas* markets of Muara Bungo, the source of which is the Pragmatic study.

The problem identification in this research is as follows: the value of politeness in the *Atas* market area is considered low compared to the *Bawah* market because the *Atas* market is a traditional market where the place is dirty and

the traders on average do not get enough education.

The limitation of the problem in this research includes the following: the research is only limited to the utterances of *Atas* market traders and *Bawah* market traders when selling; This research is limited to the location of the area for each trader; the *Atas* market traders are limited from the fish market area to the location to the vegetable market; *Bawah* market traders only in clothing traders, stationery equipment, and culinary traders. This study uses a pragmatic study, which concentrates on the principle of politeness.

The formulation of the research problems are as follows: 1) how is the realization of the

principle of *Atas* market traders to buyers in Muara Bungo; 2) how is the realization of the modesty principle of *Bawah* market traders to buyers in Muara Bungo? 3) How is the comparison of the realization of the principle of Politeness between the *Atas* market traders and the *Bawah* market traders of Muara Bungo to the buyers? Based on the problems discussed, this

study aims to obtain an overview of the following matters: providing a new study of pragmatic studies; more specifically on the concentration of the principles of Politeness to become a library for future researchers; increase knowledge about science that studies the principles of politeness of the language of speakers and their interlocutors.

II RESEARCH METHODS

This research is located in the *Atas* and *Bawah* markets of Muara Bungo. The location of this research was deliberately chosen because the market was the target of research centered on traders and buyers in the *Atas* and *Bawah* markets of Muara Bungo. In terms of the language used by the buskers, there are differences regarding the level of politeness between traders. Sources of data in this study are in the form of speeches from traders and buyers in the *Atas* Market and *Bawah* Market Muara Bungo.

The researcher used a qualitative descriptive method. The purpose of this qualitative research is to understand social phenomena including linguistic phenomena that are being studied (Mahsun:2005), because of that the research data were in the form of verbal forms of language, namely in the form of utterances of *Atas* market traders and *Bawah* market traders.

Mahsun (2005) states that the stages of data collection are the basis for the implementation of the data analysis stage. The technique of collecting the data used in this research is the technique of recording, listening,

taking notes. Data analysis is the process of distributing systematically or collected data to facilitate understanding and report preparation. The first data analysis is data classification. The first speech to be classified is that of a market trader over Muara Bungo.

The way to classify it is to determine whether the speech is a speech that adheres to the principle of politeness or violates the principle of politeness. After classifying the speech, it is analyzed such as how to classify obedience and violations to the five kinds of maxims contained in the principle of politeness, for example, such as, the speech obeys the maxims of wisdom or violates the maxims of wisdom.

The second data analysis is to analyze the utterances of market traders whether the speech violates or obeys the maxims contained in the principle of politeness. How to analyze the data is like analyzing data from *Atas* market traders. The third analysis is to compare the speech of *Atas* market traders and *Bawah* market traders, which ones obey or violate the principle of Politeness based on the maxims that have been examined in the previous analysis.

III RESULTS AND DISCUSSION

This research will discuss and analyze the principles of politeness in the utterances of *Atas* market traders and *Bawah* market traders in Muara Bungo. The following is the discussion.

1. Speech of the *Atas* Market Vegetable Trader in Muara Bungo

Pembeli : *Berapa Katu Kak?*

Pedagang : *Tiga Ribu yang..*

Pembeli : *Ambek duo, Limo ribu yo kak?*

Pedagang : *ambilah yang... pilihlah yang segar- segar. Kakak ini orang cina ya? Cantik kali macam orang cina.*

Buyer : How much is the Katu vegetable price?

Trader : Three thousand Dear

Buyer : Take two, five thousand, okay?

Trader : take the one ... choose the fresh one.
Sister are you Chinese? So beautiful like a Chinese.

The speech of the *Atas* market vegetable traders follows and obeys the maxim of appreciation and the maxims of agreement where the trader gives a speech when the buyer asks "take two five thousand yo sis?" and the merchant immediately answers with a speech that follows the maxim of agreement because the merchant immediately agrees to the buying and selling price offered by the buyer. In addition, traders also give stories where traders are trying to win over the buyers' hearts by giving compliments with the words "this brother is a Chinese, right? How come you are beautiful like a Chinese person?" The utterance shows that the merchant obeys the maxims of appreciation by giving praise to the buyer. These two maxims appear in the utterances of the upper market vegetable traders. This proves that the vegetable seller is trying to be polite to her buyers.

2. Speeche of The *Atas* Market Chili Traders in Muara Bungo

Pembeli : *Berapo sekilo cabe bang?*
Pedagang : *22 yuk*
Pembeli : *Ambek sekilo bang*
Pedagang : *Bawang dak sekalian yuk?*
Pembeli : *ndak... cabe be bang.*
Pedagang : *(memberikan cabai yang telah dibungkus dengan kantong) mokasih banyak yo yuk...*
Pembeli : *samo-samo*

Buyer : How much does one kilo of chilies cost?
Trader : 22,000 kak
Buyer : take a pound
Trader : Don't you buy the onions too, sis?
Buyer : no, just chilli.
Trader : (giving chilies that have been wrapped in a bag) Thank you very much, Sis.
Buyers : you're welcome

The chili trader speech above shows the existence of the principle of politeness by obeying the maxim of generosity. Through the speech of a chili trader who says "Mokasih

banyak yo yuk" shows that speakers are trying to be polite. By showing a speech that contains the maxim of generosity, the merchant hopes to respect others, especially the buyer. Respect for others will occur when people can reduce profits for themselves and maximize profits for other parties as is done by chili traders by saying "thank you very much" to the buyer.

3. Speeches of clothing traders in the *Bawah* Market Muara Bungo

Pedagang : *kakak mau warna apo?*
Pembeli : *warna apo be yang ado?*
Pedagang : *ado merah, hitam, hijau, biru kak. Ena kakak ngambek merahlah, cocok dengan kulit kakak putih.*

Trader : What color do you want?
Buyer : what colors are available?
Traders : there are red, black, green, blue sis. It's good to take red, it matches your white skin.

From the speech above, the *Bawah* market clothing merchant has politeness by adhering to the principle of modesty, the maxims of appreciation. The utterance "ado merah, hitam, hijau, biru kak. Enak kakak ngambek merahlah, cocok dengan kulit kakak putih." is a praising utterance. By praising, it is hoped that the buyer will be able to feel the polite actions taken by the clothing merchant. *Bawah* market clothing traders give polite speech to buyers.

4. Speech of *Bawah* market stationery accessories traders

Pembeli : *ado kertas label harga?*
Pedagang : *tunggu sebentar yo kak*
Pedagang : *habis kak. Maaf yo kak*

Buyer : there is a price tag paper?
Trader : Wait a minute, sis (while looking for price tag paper)
Trader : finished sis ... sorry sis.

The speech of the stationery merchant above is a speech that has a value of politeness in it because the speech obeys the

principle of politeness by using the maxim of sympathy. The speech "finished sis ... sorry sis." is a sympathetic speech by saying the word

"sorry". Down market stationery fittings traders have a speech that is of polite value to the buyer.

IV CONCLUSION

The realization of politeness by both *Atas* market and *Bawah* market traders has a good level of politeness. In observation, the writer found that the *Atas* market traders gave more friendly speech. However, *Atas* market traders and *Bawah* market traders have a good level of politeness. The maxim that is often given by traders in the *Atas* and *Bawah* markets is a maxim of appreciation with the intention of praising. Traders feel that by praising the buyer they feel more comfortable with their service.

From there is a research about how the politeness of traders to the buyers in the *Atas* and

bawah market Muara Bungo, it is expected to give traders and buyers understanding that with the politeness of the *Bawah* market and *Atas* Market Muara Bungo could give contribution on their buying and selling process. If they give comfortabilty to the buyers from their politeness they can get increasing for their income by buyer visiting repeatedly, because the consumer needs a comfortabilty and convenience. For traders who are still stilling to create a good buying process it is important to you to improve your service by increasing your politeness and friendliness to the buyers.

Bibliography

- [1]Leech, Geoffrey N. 2011. Prinsip-Prinsip Pragmatik (terjemahan). Jakarta: Universitas Indonesia-Press.
- [2]Levinson, C. S. 1983. Pragmatics. New York: Oxford University Press.
- [3]Mahsun. 2005. Metode Penelitian Bahasa. Jakarta: PT Raja Grafindo Persada.
- [4]Rahardi, R. Kunjana. 2002. Pragmatik: Kesantunan Imperatif Bahasa Indonesia. Jakarta: Erlangga
- [5]Yule. G. 1996. Pragmatics. New York: Oxford University Press