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## Javanese Speech Act At Sabtu Market Tanjung Mulya In Mukomuko : Pragmatic Analysis

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### Abstract

*This research entitled Javanese speech acts at Sabtu Market Tanjung mulya in Mukomuko: Pragmatic analysis. This study discusses locutionary and illocutionary acts in Traditional Markets. This study aims to analyze the types of locutionary and illocutionary acts used by buyers and sellers at the Sabtu market Tanjung Mulya. The data subject is transactional communication at the Traditional Sabtu Market Tanjung mulya. The theory used in this research is pragmatics, speech acts and classification of speech acts. This research was conducted using descriptive qualitative research. The data analysis technique used descriptive analysis techniques, by describing the types of locutionary and illocutionary acts. The results showed that there were 3 locutionary act concepts used by buyers and sellers, namely: the statement form consisted of 11 findings, the question form had 15 findings, and for the imperative 4 findings. While the illocutionary types are: representative 13 findings, directive 11 findings, commissive 5 findings and expressive 5 findings, declarative findings are not found in this study. It can be concluded that the dominant form of question is used in locutionary and dominant representation is used in illocutionary by buyers and sellers in Traditional Markets.*

*Keywords: Javanese, Communication, Pragmatic Analysis, Market Tanjung Mulya*

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### I INTRODUCTION

In modern era, the existence of language is basically inseparable from human life, especially in social life that requires humans to relate and cooperate with each other, so as to fulfill their desires as social beings who need to

interact with others, humans need tools called languages. Language has an important role in human life, with human language can convey a variety of ideas, thoughts, and feelings. Speech act is a pragmatic element that involves the

speaker, listener or writer of the reader as well as those discussed. In its application speech acts are used by several disciplines.

Speech act is using utterance to do an action, when people want to suppose to do an action is not just use physical movement but also they can use utterances to do an action. Action Performed via utterances are generally called speech act, Yule (1996). In English, Speech act has got specific labels as utterances function such as promising, asking for help, requesting, commanding, agreeing, disagreeing and many others. Furthermore, in distinguishing the labels of speech acts, speakers should have science and experience to avoid the misinterpreting of utterances included of those labels.

Aitchison (2003) describes speech act as a number of utterance behave somewhat like actions. He also states that when a two person utters a sequence of words the speaker is often trying to achieve some effects with those words; an effect which might in some cases has been accomplished by an alternative action.

Speech act is one of language aspects that are functional, observable, workable, concrete and empirical. Speech act is a "locomotive" to move a language or as a "trigger kit" to make a language functional in communication. Speech act is an utterance used by a speaker to make a piece of spoken language (utterance).

Speech act is an ability of talking to convey, to promise, to ask, to demand, to command, to request, to deny, to complain, and to announce. It is a functional basic unit used in communication. It is the nature of language as a means of communication for doing things and working among people in the world.

Speech acts are divided into locution acts, illocution acts, and perlocution acts. In speech acts there are locutionary acts and illocutionary acts used by buyers and sellers in the market when they carry out transactional communication.

Austin (1962) state that speech acts are everything we do we speak or a series of conversations that have a verbal function . Transactional communication is the exchange of messages between two or more people to send or receive messages.

The word transaction refers to the process of exchange in a relationship, such as persuading or bargaining. Buyers are people who use goods or services, while sellers are people who sell something.

The seller wants to try to persuade the buyer to buy the product. On the other hand, buyers will try to find out the price of the product they are going to buy. Both sometimes do question and answer, offer, complain, persuade or ask, this is also part of the locutionary and illocutionary Act.

This research is motivated by the interest of researchers in the occurrence of price bargaining and merchandise offerings made by sellers to buyers. In dealing with sellers and buyers, they tend to make language adjustments.

Through language, sellers and buyers influence each other to benefit from each party involved. The seller wants to persuade the buyer to buy his product at a high price but the buyer wants to buy the product at a low price. When they buy and sell.

In transactions there are differences in speech between buyers and sellers, sometimes both are not polite in speaking, there are also interlocutors who do not understand the intent and purpose of the speaker.

Based on initial observations at the Traditional Sabtu Market, Tanjung mulya village, researchers found the fact that there were locutionary and illocutionary acts. Examples of locutionary and illocutionary acts that occur between buyers and sellers at the Traditional Sabtu Market.

*Buyer : how much is it?*

*Piro seng iki mbak?*

*Seller :it is Rp.180.000 how much do you have in mind?*

*Seng iki 180.000, isek iso ditawar, sampean arep piro?*

*Buyer :that's too expensive, I was thinking about Rp.100.000*

*Larang men, tak kiro oleh 100.000*

*Seller : Rp.130.000 is the last offer.*

*Rp 130.000 pase mas.*

From the conversation, the researcher can analyze the sentence "there are three colors, navy, white and black" this sentence is a locutionary act, Seller give the information

about the color of shirt. The expression "that's too expensive, I was thinking about Rp.100.000" is a requesting. Buyer asks the consideration of the seller about the price of bargain of the prices. This sentence is part of illocutionary acts, and the type of illocutionary act is directive. In this case, the researcher chose the traditional market as the location for data collection. Traditional Market is a market where all forms of buying and selling are done traditionally, transactions are still carried out with a bargaining system. Traditional markets are also held impromptu and temporary because only at one time. For example, the dawn market is only held at dawn. There are several features of the traditional market, and its features include the existence of a bargaining system between sellers and buyers. Bargaining is one of the cultures formed in the market. This is what can establish closer social relations between sellers and

buyers, and Most of the goods and services offered are

locally made. Merchandise sold in this traditional market is the result of the earth produced by the area. Based on the description above, the researcher will research speech acts in buying and selling interactions in the traditional Sabtu market by using a pragmatic, because the traditional Sabtu market in Tanjung Mulya is also strategically located. This market is located between two villages, namely Tanjung mulya and Rawa mulya. The language used is the dominant regional language inhabiting the location. The speech act that is often found in the traditional Sabtu market is Javanese, because there are more Javanese speakers than speakers of other languages. By using this language, sellers and buyers can interact in the form of bargaining when buying goods.

## II RESEARCH METHODS

This research used descriptive qualitative methods.

The qualitative method is a method for investigating objects that cannot be measured with something related to exact sciences, and the data can come from interviews, field notes, photographs, and audiotapes. The researcher used the descriptive qualitative method because it is a method for gathering information based on facts and more detail, identifying problems, developing, and interpreting data.

According to Arikunto (2010), "data source was

the subject where the data was acquired." According to Arikunto (2010), "data sources of qualitative research were presented in spoken or written that were accurate by the researcher." The data in this research are utterances from buyers and sellers that contain Locutionary and Illocutionary acts. The source of data in this study was all buyer and seller utterances during buying and selling transactions in the traditional Sabtu market Tanjung mulya and the method used is the manual method. The researcher used several techniques to collect the data in this research.

The technique of collecting data in this research are:

### a. Observation

According to Mc Milan and Schumacher (2010), "observation was a way for the researcher to see

and hear what was naturally occurring in the research site." This method was thought to be the most effective way to collect data on the speech acts used by buyers and sellers during the buying and selling process. The researcher discovered a variant of locutionary and illocutionary acts used by buyers and sellers during the bargaining process by observing their locutionary and illocutionary acts. The researcher observed and listened using a blank sheet of paper, recording the utterances between buyers and sellers. For 6 days, the researcher observed in Tanjung Mulya.

b. Field notes Field notes are used to document observations in the field in detail, carefully, broadly, and deeply. The researcher gathers information on locutionary and illocutionary acts used by buyers and sellers in the form of hard written notes, including utterances of buying and selling transactions.

c. Record Recording is used to analyze interactions between buyers and sellers. In order to complete the transcript records of the notes, the researcher uses a recorder to record the process of buying and selling transactions. In this research, the step of collecting data are The researcher will analyze the data by taking field notes and concentrating on the main research

issue. Keeping a record of what the buyer and seller say. After listening, the researcher translated the information into written form. The data that are both locutionary and illocutionary and do not come from conversation were chosen by the researcher. The data is categorized by type in the final steps.

Huberman (1994) write. The researcher reduced the data by listening to an audio recording of buyer and seller utterances spoken in the market. The data will then be documented by the researcher.

b. Data display The second flow model of the activity of data analysis is data display. The data display will provide an organized, compressed assembly of information that will allow conclusion drawing. A display can take the form of text, graphs, diagrams, charts, matrices, or other graphical formats. The data in this study will be presented in the form of fables and descriptions. Looking at the display helped to understand what would happen and to do

something that either analyzed further or took action based on that understanding. Based on Yule's theory, the researcher classified and displayed data about locutionary and illocutionary acts used by the buyer and seller.

c. Conclusion: drawing/verifying The drawing and verification of conclusions is the final step in the analyzing process. Moving back to consider what the analyzed data meant and assessing whether the data findings fit the study's objectives was part of the conclusion drawing process. At this point, the data that has been analyzed will be read and re-read in order to draw conclusions about the study. The conclusions were then validated by revisiting the data as many times as necessary. Peer checking and consultation with supervisors also help to improve verification.

### III RESULTS AND DISCUSSION

The data of the study were taken from the dialog between buyers and sellers in Traditional Sabtu Market Tanjung mulya. The researcher analyzed the data and classified the data into three types of locutionary acts and five types illocutionary acts. The researcher classified the data based on types of locutionary acts namely statement form, question form, and imperative form and illocutionary acts according to Yule (1996) namely representatives, directives, commissives, expressives, and declaratives. Result of this research found four classification of illocutionary acts. Representative speech acts consisted of refusing, stating a fact, assertion, conclusion, giving opinion. Commissive speech acts occurred in the forms of offering, refusing, promise, and swear. Directives acts prevailed is acts of requesting, demanding begging, inviting. Meanwhile, expressive speech acts happened through expressing thank, congratulate, apologize, pardon.

The procedure of buying and selling transaction are; (1) buyers looked for things to buy, (2) seller asked buyers what she need and suggested the buyers which is to buy, (3) buyers ask about the price, (4) buyers selected things to

buy and bargained for the final price, and making the price deal, finally thanking. The utterances have been transcribed into dialogue listening the audio recorder carefully. Then the transcriptions of all the utterances. The researcher got the 15 dialogue to analyzed. Then researcher analyzed utterances which is consist locutionary and illocutionary acts.

After collecting the data, the researcher identified types of locutionary and illocutionary acts used by buyers and sellers in Traditional Sabtu Market. The analysis was done to answer the formulation of the problems namely what are the types of locutionary act used by buyers and sellers in traditional sabtu market, what are the types of illocutionary act used by buyers and sellers in traditional sabtu market.

Based on the objective of this research, the first is to analyze types of locutionary acts and illocutionary acts find between seller and buyer in Pulo Brayan's traditional market resulted as follows :

**Locutionary Acts found in daily transactional communication between seller and buyer in Traditional sabtu Market Tanjung mulya**



Locutionary acts usually based on a fact or

actual situation. In locutionary acts the information conveyed is true. This speech act does not contain the certain action or effect from the speech partner. The data included in the type of locutionary acts used in transactional communication between sellers of buyers in Traditional Sabtu Market amounted to 30 data from 15 recorded conversations. There were three kinds of illocutionary act used in daily transactional communication between buyers and sellers in Traditional Sabtu Market. The sample of data included in the description below:

#### a. Statement Form (Declarative)

In this research the researcher found the examples of this form that serves only to notify, so that it can pay attention. The Statement form of locutionary found in this research were 11 utterances. locutionary form that serves only to notify, so that it can pay attention. Here one of the example :

Buyer(*seng tuku*) : *mong iki tok modele?*

(Just this model?)

Seller(*bakol*) : *iki enek merk PRO ATT ,*

*luh tahan de'e regone*

*satus patang puloh limo*

*(Rp145.000)*

(We also sell PRO ATT

more resistant, the price is Rp145.000 )

The sentence *iki enek merek PRO ATT luh tahan, regone Rp145.000* was a seller's statement to inform the buyer that she has a more resistant brand and to inform about the price.

#### b. Question Form (interrogative)

In this research the researcher found the examples of this form that serves to ask something to the listener and is expected to provide an answer to the question posed by the speaker. The Question form of locutionary found in this research were 15 utterances. Here one of the example :

Buyer(*seng tuku*) : *mbak iki angger seng sandal ando piro yo?*

(How much the price of

ANDO shoes?) Seller(*bakol*) : *ando? Sek ,*

*seng kui to?*

*Suidak (Rp60.000) kui mas, oleh kurang kok.*

(Rp60.000 sir, but can be negotiate,)

The sentences underlined above show the buyer asks about the price to get information from the seller about the price of ANDO shoes.

#### c. Imperative Form

In this research the researcher found the examples of form that serves the listener gives a response in the form of the desired action. The Imperative of locutionary found in this research were 4 utterances.

Buyer(*sengtuku*):*wolulikor (28) enek mbak?*

(28 please)

)Seller(*bakol*) :*wolulikor? Sek ki enek , panjang opo pendek? Jajal sek ndang! , (monggo bude, milehh bude)*

(I get it, short or trouser? Just try it!)

In the underline sentence jajal iki sek ndang! a command sentence spoken by the seller so that the buyer responds to try the pants first.

#### Illocutionary Acts found in daily transactional communication between buyers and sellers in traditional Sabtu market Tanjung mulya

There were four kinds of illocutionary acts found in this research namely, Representative (describing, stating a fact, stating an opinion, claiming, concluding), directive (requesting, demanding, begging, permitting, recommended, inviting), commissive (offering, promising, refusing) and expressive (apologize, pardon, expression of like, and thanking).

Data included in the type of illocutionary acts used in transactional communication between buyers and sellers in traditional Sabtu market Tanjung mulya consist of 34 findings from 15 dialogue. In this study, 34 of these utterances were not all analyzed, but only a few data samples.

The sample data including the types of illocutionary speech acts used in communication between sellers and buyers on traditional Sabtu market Tanjung mulya are analyzed, the researcher describe in the description below.

#### a. Representative

In this research the researcher found the

examples of this type are stating a fact, stating an opinion, concluding, describing, claiming, questioning. The representative of illocutionary found in this research were 13 utterances. Here one of the example :

Buyer(*seng tuku*) : *mboten oleh kurang to bude?, Rp10.000 lah. (can you give me Rp10.000 for a kilo, that's too expensive?)*

Seller(*bakol*) : saiki kabeh kabeh-kabeh mundak mas. Kentang melok mundak juga  
(everything is more expensive now, the price of potatoes gone up.)

The sentence underlined above was representative because the meaning of the seller utterances was claiming that everything is more expensive now and the price of potatoes gone up.

**b. Directive**

Directives can be express in a form of commanding, warning, requesting, begging, challenging, suggesting. Type of directive illocutionary act can be found in the bargaining situation between buyers and sellers often takes place in traditional markets. These negotiation activities between buyers and sellers often involve the use of directive illocutionary acts. Based on the findings there were 11 utterances found in this research. it can be seen in the event of negotiations to reach an agreement between buyer and seller

Buyer(*seng tuku*) : angger aku njikok akeh iso kurang ra mbak?

(can I get discount if I buy more than one?) Seller(*bakol*) : la sampean arep tuku piro?  
(how many will you buy?)

From the sentence underlined above the seller has an intention to perform a request that has a function to get the seller to do what she want, it is to get discount. This sentence was directive, because the meaning of this sentence was requesting.

**c. Commissive**

In practice in the community, the use of illocutionary act is often done in daily transactional communication. The use of illocutionary speech acts is often used in various activities such as when negotiating or bargaining in buying and selling activities in a traditional market. They are promises, threats, refusals, pledges. There were 5 utterances found in this research. Below is presented a sample and analysis of data regarding the commissive illocutionary acts conducted between buyer and seller at the negotiation event on traditional Sabtu market Tanjung mulya.

Buyer(*seng tuku*) : nek enek ukuran papat siji (41) opo papat loro

(42) mbak , seng coklat tapi?  
(Do u have 41 or 42 in size ? but in brown color),

Seller(*bakol*) : kudu coklat opo mas?. cream ki eneke.  
(It must be brown? This is only cream).

The sentence underlined in dialogue above has the meaning the seller offering the other color to the seller to get the seller intends. This sentence was commissive.

**d. Expressive**

Expressive can be uttered in the form, thanking, like, dislike, pardon, apologize. in this research the researcher found 5 utterances of expressive. The following was a conversation that showed the expressive.

Buyer(*seng tuku*): oleh mileh-mileh sek mbak ?  
(Can I take a look first?)

Seller(*bakol*) : mlebu ae mas nggak popo mileh-mileh sek wae!  
(Yes , come in please)

The sentence underlined above has the meaning the buyer excuse or pardon to take a look for the shoes. This sentence was classified to expressive illocutionary acts.

Based on the data analysis, there were three types of locutionary acts performed by buyers and sellers in Traditional Sabtu Market Tanjung mulya, they are statement form, question form, and imperative form. The result of the data

findings presented in table 4.1 as follow:

**Number of Locutionary Acts Found in daily transactional Communication between Sellers and Buyers in traditional Sabtu market Tanjung mulya**

No	Types of Locutionary Acts	Number
1	Statement form	11
2	Question form	15
3	Imperative	4
	<b>Total</b>	<b>30</b>

Table 4.1 shows that there were 30 data containing illocutionary acts. Types of locutionary act use by the Buyers and sellers in Traditional Sabtu Market Tanjung mulya mostly used question form. namely for statement form got 11 findings, and asking question got 15 findings, and imperative got 4 findings total 30 utterances from 15 records.

Meanwhile there were four types of illocutionary acts found in this research which is presented in table 4.2 below:

**Number of Illocutionary Acts Found in in Communication between Sellers and Buyers in Traditional Sabtu market Tanjung mulya**

No	Types of Locutionary Acts	Number
1	Representative	13
2	Directive	11
3	Commissive	5
4	Expressive	5
5	Declarative	-
	<b>Total</b>	<b>34</b>

According to Yule’s (1996) there five types of illocutionary acts. As the result of the study it could be seen from the table.

**IV CONCLUSION**

Based on the result of analysis it can be concluded that:

1. Type of locutionary act used by the Buyer and sellers in Sabtu Market Tanjung mulya mostly question form, namely for statement form was 11 findings, and asking question got 15 findings, and imperative form got 4 findings so, the total 30 utterances from 15 records.
2. Type of illocutionary act used by the Buyer and Seller in Sabtu market Tanjung mulya mostly used representative types. Namely, representative was 13 findings, directive was 11 findings, Commissive found 5 findings, Expressive shows 5 findings and declarative not founds in this research and the total 34 utterances from 15 records.

**4.2 Suggestions**

This research was a preliminary study of

Representative was 13 findings, directive was 11 findings, Commissive found 5 findings, Expressive shows 5 findings and declarative not found in this research. So, the total 34 utterances from 15 records. The most dominant speech act found in the interaction of buying and selling in traditional Sabtu market Tanjung mulya representative illocutionary act in bargaining activities in traditional Sabtu market Tanjung mulya are often found using illocutionary speech acts.

Therefore, based on the explanation above it was seen that mostly buyers and sellers used illocutionary acts in doing buying and selling transactions. In additon types of illocutionary act used by the Buyer and Seller in traditional Sabtu market Tanjung mulya mostly used representative.

speech acts conducted by the researcher in transactional communication between buyers and sellers in Traditional Sabtu market Tanjung mulya. Therefore, it is hoped that further research will be conducted to examine in the field of pragmatics. There were some notes which is need to be considered by the next researcher when conducting the research as follow:

1. The researcher has difficulty in conducted this research to determine informants, for the other researcher are expected to familiarize themselves first before conducting the research.
2. For the students of English Department and other researcher who interested to analyzing the speech act in traditional market are suggested to enlarge their knowledge about speech acts and pragmatics.

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