A PRAGMATICS ANALYSIS ON VERBAL OFFERS USED BY CLOTH SELLERS IN PASAR TRADISIONAL MODERN (PTM) BENGKULU

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Abstrak: Penelitian ini bertujuan untuk mengetahui bagaimana verbal offer yang digunakan oleh pedagang pakaian di PTM Bengkulu dan apakah verbal offer yang mereka gunakan sesuai dengan kaidah Grecian Cooperative Maxim. Sampel penelitian ini adalah pedagang pakaian yang berjumlah 29 orang. Dalam penelitian ini, rekaman dan tabel survey digunakan sebagai instrument penelitian. Data penelitian ini dianalisa berdasarkan teori Grecian Cooperative Maxim (Grice, 1989). Adapun hasil pengumpulan dan analisa data menunjukkan bahwa verbal offer yang digunakan para pedagang pakaian di PTM Bengkulu diklasifikasikan ke dalam empat kategori, yaitu maxim quality, maxim quantity, maxim of manner, and maxim of relevance. Ditemukan bahwa sebagian besar dari mereka melanggar kaidah Grecian Cooperative Maxim, yaitu 46.9% pedagang melanggar maxim quantity, 31.2% pedagang melanggar maxim of manner, 11.8% pedagang melanggar maxim of relevance, dan 9.9% pedagang melanggar maxim of quality.

INTRODUCTION

Language plays an important role in our life. We use language to communicate with each other. It is also used to express our reaction to certain situation and to reveal our ideas, thoughts, feeling, or emotion. Human as a social creature uses language to build relationship with other. It is a wonderful ability for human to communicate using words and sequences of words which differentiates them from animal. That is why language is a complex human being phenomenon.

Language is also human capacity to acquire and use complex systems of communication. It is also used to express our reaction to certain situation and to reveal our ideas, thoughts, feeling, and emotion. John Lyons and Hall (1981: 5) stated that language is a system of arbitrary vocal symbols by means of which a social group so-operates. It is institution whereby humans communicate and interact with each other by means of habitually used oral auditory arbitrary symbols.

The branch of linguistics which deals with understanding of language as a system and especially to understand the meaning in a context is called pragmatics. Pragmatics recognizes the importance of context. It also can reveal the meaning underlying a certain utterance. To construct the appropriate meaning in an exchange, the speakers and hearers need to negotiate with it, taking physical and linguistic contexts as well as the meaning potential of the utterances into consideration.

Aitchison (1995:112) underlines that in a narrow sense pragmatics is concern with how listeners arrive at the intended meaning of the speakers, whereas in the broadest sense it deals with the general principles followed by human beings when they are communicating with one another. The word principles implies regularity exists in the use of language in communication and this regularity derives from the fact that people are members of social groups and follow general patterns of behavior expected within the group.

One of such principles is widely known as cooperative principle proposed by Grice. Grice (1989:26) believes that people can communicate effectively because they are helpful to one another, so he formulates the such as required, at the stage at which it occurs, by the
accepted purpose or direction of the talk exchange in which you are engaged. This principle is
laborated further into four sub-principles called maxims as follows: Maxim of Quality, which
expresses truth, that is by making the strongest relevant claim justifiable by your evidence;
Maxim of Quantity, which expresses information, that is by making your contribution as
informative as is required for the current purposes of the exchange; Maxim of Relation, which
expresses relevance; Maxim of Manner, which expresses clarity and avoidance ambiguity of
expression. Therefore, the writer is interested to find out what kinds of verbal offers express
by the clothes sellers at PTM kota Bengkulu to offer clothes, and to analyze what extend to
these expressing confirm to the Grecian Cooperative Principle.

LITERATURE REVIEW

Concept of Pragmatics

A sub field of linguistics developed in the late 1970s, Pragmatics studies how people
comprehend and produce a communicative act or speech act in a concrete speech situation
which is usually a conversation. The ability to comprehend and produce a communicative act
is called pragmatic competence which often includes one’s acts knowledge about the social
distance, social status between the speakers involved, the cultural knowledge, such as
politeness and the linguistic knowledge.

According parker (1986:11), Pragmatic is distinct from grammar, which is the study of
the internal structure of language. Pragmatic is the study how language is used to
communicate. He said that pragmatic is one of language which learn about external language.
It means he makes differences between pragmatic and study of language as a part of internal
language. Study of language is not has connection with context but pragmatic has connection
with it. He said it is study which (context independent), but actually study of language has
connection with context (context dependent).

According Jacob L. Mey (1993:42) stated that , Pragmatic is the study of the
conditions of human language uses as these are determined by the context of society. Context
is important factor which to certain appear the best communication, fluent and clear because it
is not emerge miscommunication with speaker and listener.

Basically, pragmatics is concerned with the study of meaning as communicated by
speaker (writer) and interpreted by a listener (reader) or the using of language that are crucial
to an understanding of language as a system and especially to an understanding of meaning in
context. Therefore, Pragmatics focuses on what people mean by their utterances might mean
by themselves. In other word, Pragmatics is the study of speaker meaning. The term of
Pragmatics also focuses on the ability or proficiency to make use of language that relates with
determinant factors of communicative acts. It means that Pragmatics discusses the structure
and the form of language to the context situation and at the same time is closely related to the
atmosphere of hearer, speaker, and surroundings.

However, most of the contributions restrict Pragmatics to linguistic communication in
context. This is rooted in traditional rather than theoretical reason. It means that pragmatics
must deal not only with the communicative uses of language but also the atmosphere of
context. It also stresses the importance to study discourse as a phenomenon of human action
and to view discourse as a form of manifestation of the interaction between organism and
environment.
Aspects in Pragmatics

According to Austin (1962:56) and Joan Cutting (2002:40), the aspects of language studied in pragmatics include:

1. Deixis
   In verbal communication however, deixis in its narrow sense refers to the contextual meaning of pronouns, and in its broad sense, what the speaker means by a particular utterance in a given speech context.

2. Presupposition
   It is referring to the logical meaning of a sentence or meanings logically associated with or entailed by a sentence.

3. Per-formative
   It is implying utterance used by a speaker not only says something but also does certain things, such as giving information, stating a fact or hinting an attitude.

Speech Act

A speech act is the action performed by language to modify the state of the object on which the action is performed. Joan Cutting (2002:16) stated a speech event embodies four acts, namely a locutionary act, an illocutionary act and a perlocutionary act and implicature. Locutionary act is roughly equivalent to uttering a certain sense and reference, which is again roughly equivalent to ‘meaning’ in the traditional sense. It also known as utterance act which is simply an act of uttering sounds, syllables, word, phrases, and sentences from a language.

An illocutionary act is an act performed in saying something that is we talk about the relevant intention, function of force, and question ‘what is the act done for?’ All illocutionary acts are governed by two rules, namely regulative rules and constitutive rules. Regulative rules regulate or govern existing forms of behavior, while constitutive rules help to establish the existence of a kind of behavior that needs the rules.

Perlocutionary act is an act performed by saying something. Depending on the circumstances, it will utter on the assumption that the hearer will recognize the effect intended. For example, a bartender utters the word, "the bar will be closed in 5 minutes." Perlocutionary act is performed with the intention of producing a further effect. The bartender intends to be performing the perlocutionary act of causing the patrons to believe that the bar is about to close and of getting them to order one last drink.

Propositional act is an act of referring and predicating wherein speaker refers to something and characterizes it. Suppose that a speaker speech act utters the sentence. E.g: Phil is smiling. In making this assertion, the speaker would also be performing the propositional act of referring to Phil with the name Phil and of characterizing him with the predicate is smiling.

implicature referring to an indirect or implicit meaning of an utterance derived from context that is not present from its conventional use. Brown and Yule (1988:31) stated that implicatures are pragmatic aspects of meaning and have certain identifiable characteristics. They are partially derived from the conventional or literal meaning of an utterance, produced in a specific context which is shared by the speaker and the hearer, and depend on recognition by the speaker and the hearer of the Cooperative Principle and its maxims.

Goals on Pragmatics

In a pragmatics, what we mean by the goal here is more than merely a theory, but, it is concerned much with a function of the roles of grammatical description of a sentence, the
context in which it was uttered, the full meaning of the utterances in the context in theory of Pragmatics.

The minimal requirements on a adequate pragmatic theory are pragmatics must contain a classification of speech act, pragmatics must contain analysis and definition of the various speech act, pragmatics must contain a specification of various uses of expression, and pragmatics must relate literal and direct language use to such phenomenon

Cooperative Principle in Pragmatics

Cooperative principle is a principle used in the analysis of conversation which status that speakers try to cooperate with each other when communicating, in particular, they try to be informative, truthful, relevant, and clear. Listeners normally assume that speaker is following these conventions.

Meyer (2009:55) proposed the cooperative principle to explain how conversation involves a certain level of “cooperation” among communicants, our talk exchanges do not normally consist of a succession of disconnected remarks, and would not be rational if they did. They are characteristically, to some degree at least, cooperative efforts; and each participant recognizes in them, to some extent, a common purpose or set of purposes, or at least a mutually accepted direction

Grice proposed four maxims to explain how people cooperate when they speak, namely maxim of quantity, quality, relation, and manner. Maxim of quantity occurs when a speaker gives more or less information than the situation requires.

Maxim of quality occurs when the speaker says something which untrue or for which he or she lacks adequate evidence. Some speaker likes to draw their hearers’ attention to the fact that they are only saying what they believe to be true and they lack adequate evidence.

Maxim of relevance is when the speakers are assumed to be saying something that is relevant to what has been said before. Thus, if we hear “the baby cried”. The mommy picked it up’ (garrinkel, 1967), we assume that the “mommy” was the mother of the crying baby and she picked the baby up because it was crying. Some speakers like to indicate how their comment has relevance to the conversation.

Maxim of manner is when the speakers are assumed to be saying something that is avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity) and be orderly. Grice said that hearers assume that speakers observe the cooperative principle and that it is the knowledge of the four maxims that allows drawing inferences about the speakers’ intentions and implied meaning. The meaning conveyed by speakers and recovered as a result of the hearers inference, is known as conversational implicature

Concept of Verbal Offer

Verbal (adj) is consisting of, or concerning spoken words. Verbal (adj) is relating of spoken, not written (Oxford Dictionary, 2003: 478). Verbal has been used since the 16th century to refer to speak, as opposed to write. Communication and the usage cannot be considered incorrect, because verbal may also mean “by linguistic mean”, it may be ambiguous in some context.

The verbal offers used by clothes sellers are the way they communicate to interact with other people to gain certain purpose, as a seller she need to sell the clothes. The purpose will not be reached if there is no communication and cooperation. Therefore, they create words, phrases, or sentences to speak out and begin to communicate in an understandable language, and they try to establish or maintain social relationships.

Pasar Traditional Modern (PTM)

A market is one of the many varieties of system, institution, procedures, social relations and infrastructures whereby parties engage in exchange. While parties may exchange goods and services by barter, most markets rely on sellers offering their goods or services (including labor) in exchange for money from buyers. It can be said that a market is the process by which the prices of goods and services are established.
Pasar Traditional Modern is a form of commodity markets selling traditional but still in the category of the pack in the shape and a more advanced and modern place, so it could be said the pasar traditional modern is form of the incorporation of traditional markets and modern. According Dauro (2012), the traditional market is a breakthrough in the modern sector marketing world because there are many a shortage of traditional markets and modern market.

**METHOD AND PROCEDURES**

**Design of Research**

This research is applied qualitative method which concern on pragmatics analysis verbal offers of Grecian maxims. It is done by observation, field research, and library research. Therefore, the data of the research is the form of utterances of the recording, not in numerical form. According to Croker (2009: 5), the term ‘qualitative research’ is an umbrella term used to refer to a complex and evolving research methodology. It has roots in a number of different disciplines, principally anthropology, sociology, and philosophy, and is now used in almost all fields of social science inquiry, including applied linguistics.

**Population and Sample**

The population is the group of interest to the researcher, the group to which she or he would like the result of the study generalizable (Gay, 2000:122). The population of the research is 293 the cloth sellers which there are 17 blocks (A-Q) at PTM kota Bengkulu. This research is employed the random sampling technique. Gay (2000: 123), said that random sampling is the process of selecting a sample in such a way that all individuals in the defined population have equal and independent chance of being selected for sample. There are 29 of the clothes sellers as the sample of this study, where every block of the cloth sellers can representative as 1 or 2 cloth sellers.

**Technique for Collecting the Data**

This study applied observation method in collecting the data. It is to describe the situation and the activities that occurred. The writer also applied a descriptive field note technique. Obtaining the data, this study applied field research and recording technique. It used recording technique to analyze how the cloth sellers attracted their customers by using verbal offer utterance naturally.

**Technique for Analyzing the Data**

Data analysis procedure is important to analyze this study. Generally, procedure of data analysis is a sequence of steps done chronologically. Being possible to analyze the data, it is absolutely the data must be available through steps of collecting data, such as (1) collecting the data of all verbal offers uttered by clothes sellers in PTM Bengkulu in offering their clothes, (2) transcribing the data where during the research, hidden record, as an alternative instrument of collecting data, was activated to record what the clothes sellers uttered to offer the clothes, in order to get the verbal offers naturally, (3) mapping the data based on the roles and principles of Grecian Maxims theory. Regarding with the result of the analysis, the last procedure of analyzing data is drawing some conclusions.

**RESULT AND DISCUSSION**

**Result**

Based on the analysis of data of this research, it is showed that all of the clothes sellers in PTM violated the four maxims of the Grecian. For more detail explanation about the violated of the Grecian maxims can be seen as the following figure:
Figure for verbal offers used by the cloth sellers

Based on figure above, it showed that all of the clothes sellers violated maxim of quantity and only few of them violated maxim of quality. It means all of the clothes sellers violated all of the maxims of the Grecian Cooperative Principle. The score distribution of verbal offers can be seen on the following table:

The score distribution of verbal offers used by the clothes sellers

<table>
<thead>
<tr>
<th>Cloth sellers</th>
<th>Quality</th>
<th>Quantity</th>
<th>Relevance</th>
<th>Manner</th>
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<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>1</td>
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<td>29</td>
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<td>Total</td>
<td>21</td>
<td>99</td>
<td>25</td>
<td>66</td>
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</tbody>
</table>
Based on the table, it showed all of the clothes sellers violated maxims by Grecian Cooperative Principle. There were 99 (46.9%) cloth sellers violated of quantity, violated maxims of manner 66 (31.2%), violated maxims of relevance 25 (11.8%) and 21 (9.9%) the clothes sellers violated maxim of quality.

Discussion

The analysis of utterances yields into four categories of expression. First, ordering to customer to do something. The cloth sellers promoted their clothes used polite utterances by saying mom, sister, younger sister, brother, grandmother then invite them to buy, for example:

1. Apo carinho mbak? (What are you looking for, sister?)
2. Cari apo mbak? (looking for what, sister)
3. Apo cari? (What are you looking for?)
4. Apo tuh carinho? (What are you looking for?)
5. Nyari apo? (looking for what)
6. Apo dek carinho? (Looking for what, younger sister?)
7. Apo yuks masuklah tengoklah (what sister, come on, look it)
8. Apo carinho masuklah cahi apo? (what are you looking for sist? Please, come in.)

Based on the examples above, the clothes seller did not directly ask the customer to come into their shop, but they tried to guess what the customers want to do in that market politely and give some questions, but s/he means to ask the customers to come to their shop, but this information is not delivered to the customer clear enough about what the customer want, the customer did not know about the kinds of cloth which they bought, so it is violated maxim quantity. These verbal offers obey maxim relevance showed by the relevance of what they have said to what they meant and their purpose and violated maxim of manner where they try to get the customers’ intentions, but it is not good communication and interaction between the clothes sellers because audibility is not clear. It is obey maxim quality because they do not lie, if they sell the clothes and many people know that is shop of the cloth.

The other utterances in this discussion like utterances is consolidating about discussion as follow:

10. Apo carinho masuklah (what are you looking for, come on)
12. Apo carinho Yuks? tengoklah yuks (what are you looking for, sister?)

Based on the example above, the clothes sellers did not directly ask the customer to come into their shop, but they tried to guess what the customers want to do in that market politely and give some questions, but s/he means to asked the customers to come to their shop, because the cloth seller ask to customer to come in their shop, but this information is not delivered to the customer clear enough about what the customer want, the customer did not know about the kinds clothes which they buy, so it is violated maxim quantity. These verbal offers obey maxim relevance showed by the relevance of what they have said to what they meant and their purpose and obey maxim of manner where they tried to get the customers’ intentions, hoping there would be good communication and interaction between the clothes sellers and the customers. It is obey maxim quality because they did not lie, if they sell the cloth and many people know that is shop of the clothes.

The utterances in this discussion like utterances is consolidating about discussion as follow:

13. Apo Yuks? (What, sister?)

It means the clothes sellers did not directly ask the customer to come into their shop, but they tried to guess what the customers want to do in that market politely and give some questions, but s/he means to ask the customers to come to their shop, but this information is not delivered to the customer clear enough about the customer want, the customer did not know about the kinds clothes which they bought, so it is violated maxim quantity. These verbal
the customer. It is one purpose when they sell the cloths that they seem to be more communicative. But, in combining the attractive word the clothes sellers tend to violated maxim of quality what they say is not according the fact and situation.

CONCLUSION
Based on the result of data analysis, it is concluded that the clothes sellers in PTM Bengkulu violated the four types of Grecian Cooperative Principle, namely maxim of quality 9.9%, maxim of quantity 46.9%, maxim of relevance 11.8%, and maxim of manner 31.2%. It is also found that the cloth sellers use few model of utterances. They asking the customer to do something, mention the name of the clothes without any modification, mention prices and mention the prices. They do not mention the clothes at all, and using other words instead.

REFERENCE