



Sellers and Buyers' Speech Acts in Traditional Markets of Soppeng Regency

¹Haslinda
¹²Universitas Muhammadiyah Makassar
haslindabachtiar@unismuh.ac.id

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Abstract

Speech acts of sellers and buyers in traditional markets in Soppeng Regency. This study aims to describe and determine how speech acts are performed by sellers and buyers in traditional markets in Soppeng Regency. This study is descriptive qualitative in nature. Data collection techniques were carried out in three ways, namely recording, observing and noting. This study was conducted using qualitative research methods with triangulation as the data collection technique. The data relevant to this study included data reduction, data presentation, conclusion drawing, and verification. The findings of this study were that there were three forms of directive illocutionary acts and one form of commissive illocutionary act. Based on the analysed data, a description was obtained covering directive acts of questioning, directive acts of commanding, and directive acts of granting permission. Meanwhile, the commissive illocutionary acts in the traditional market of Soppeng Regency include the commissive act of offering and the commissive act of promising.

Keywords: speech acts, sellers and buyers, traditional markets

Introduction

Communication is the exchange of ideas, thoughts, information, and so on between two or more people. Verbal communication is the exchange of information through the use of verbal and nonverbal symbols, modes, and processes of language production. The use of verbal and nonverbal symbols found in the spoken language used by a person when speaking is often interpreted differently by participants or interlocutors. To be easily understood by participants, speakers need to speak regularly. Speech is an act that produces language sounds in a regular manner, resulting in meaningful utterances. Meaningful utterances facilitate the other party's understanding of what is being discussed.

Speech events are interactions between speakers and listeners in specific situations and places, whereas speech acts are more likely to be individual phenomena, psychological in nature and determined by the speaker's linguistic ability to deal with specific situations. Furthermore, it is explained that in speech acts, people pay more

attention to the meaning or significance of the act in the utterance (Chaer, Agustina 2010:47). In an effort to improve themselves, people not only produce utterances that contain words and grammatical structures, but they also demonstrate actions through these utterances, which are called speech acts. Speech acts are a pragmatic analysis, a science that studies language from the aspect of its actual use.

Basically, there are three types of speech acts in language use in communication, namely locutionary acts, illocutionary acts and perlocutionary acts. The first type of speech act is called a locutionary act. This speech act is an act of stating something informative that only informs the interlocutor without any intention or purpose. The second type of speech act is called an illocutionary act. Unlike the previous type of speech act, illocutionary speech acts serve to inform and perform an action. The third type of speech act is called perlocutionary, which means an action to influence the interlocutor or another party to do something. In other words, perlocutionary speech acts involve a style of

influence or effect, whether spoken intentionally or unintentionally by the speaker.

Every seller will certainly provide maximum service to buyers. Especially with buyers they have never met before, they will certainly negotiate using polite language through private messages. This is intended to show the closeness between the seller and the buyer so that the buyer feels comfortable shopping. This comfort will eventually lead to trust. Considering that the sale and purchase are carried out by sellers and buyers who are far apart, good communication in chat can be very influential in making buyers trust and ultimately purchase the products offered. Communication also requires an understanding of context. Context greatly influences the meaning and message contained in speech acts. Therefore, speech acts in buying and selling must be given careful consideration, as they are not only unique and distinctive but also involve social relationships between sellers and buyers, such as agreements, cooperation, mediation, and tolerance.

Researchers are interested in examining the speech acts of buyers and sellers in traditional markets in Soppeng Regency because speech acts are a major part of conversation. Conversations enable people to convey various situations they have experienced. Based on the background description, the speech acts examined by the researchers are the speech acts used by traders in traditional markets in Soppeng Regency.

In the teaching process in the classroom, particularly in Grade III at SDN 12 Pattene, takalar teachers often encounter students who display an indifferent or inactive attitude and behaviour towards learning. As a result, students are unable to comprehend the material taught by the teacher, leading to low academic achievement, particularly in Indonesian language, where the average score is only 5.64.

Method

This research is descriptive qualitative in nature, using oral sources as data sources. Oral data refers to data derived from conversations between sellers and buyers in traditional markets in Soppeng Regency. This research analyses the conversations or dialogues of traders located in the traditional market in Soppeng Regency, namely the Cabbenge Market in Soppeng Regency. This research was conducted over a period of two months, from October to November. Data collection in this study was

carried out using recording, listening and note-taking techniques. The data was analysed by reducing, presenting conclusions and verifying.

Findings

The results of this study describe representative and directive illocutionary acts found among traders in traditional markets in Soppeng Regency. The description of the research results is in line with the research objectives, namely (1) to describe the directive illocutionary acts of traders in the market in Soppeng Regency and (2) to describe the commissive illocutionary acts of traders in traditional markets in Soppeng Regency. The description of the research results is presented as follows.

a. Directive illocutionary speech acts in questions

1) Buyer: How much is this?

(How much does this cost?)

Seller: 3000

2) Buyer: How much is this?

(How much is a bunch of kangkung?)

Seller: 1 bunch for 2000

(The price for 1 bunch is 2000)

3) Buyer: Do you sell long-sleeved nightgowns?

Seller: No, we don't have any.

(No, we don't have any.)

The utterance in data (1) above is a question that requires an answer. The buyer asks the seller about the price of chillies, which requires an answer. The buyer's question is marked by the phrase 'berapa ini?' (how much is this?), which is an interrogative sentence.

The utterance in data (2) above is a question that requires an answer. The buyer asks the seller about the price of kangkung (water spinach), which requires an answer. The buyer's question is marked by the phrase 'How much is 1 bunch of kangkung?' which is an interrogative sentence.

The utterance in data (c) above is an interrogative utterance that requires an answer. The buyer asks the seller about the availability of goods, which requires an answer. The buyer's question is marked by the phrase 'Do you sell long-sleeved pyjamas?' which is an interrogative sentence.

b. Directive speech act

1) Buyer: Do you have any pumpkin?
(Is there any pumpkin?)
Seller: Yes, I do.
(Yes, we do)
Buyer: ta fattamani kantongne
(Put the squash in the bag)
2) Buyer: loka melli manutta, tassiaga seddi?
(I want to buy chicken, how much is one chicken?)
Seller: engka 50,000, engka to 60,000. appileni?
(pointing to the chicken in question)
(Some are 50,000, some are 60,000. Please choose which one you want)
Buyer: yanaro 60,000.
(That's the one that costs 60,000)

the utterance in data (1) above is an imperative utterance with the intention of getting the listener to perform an action. The seller instructs the buyer to put the pumpkin in the bag provided by the seller. The seller's imperative utterance is marked by the sentence 'tabe' kita kasih masuk dalam kantong' (let's put it in the bag), which is an imperative sentence.

The utterance in data (2) above is an imperative utterance with the intention of getting the listener to perform an action. The buyer instructs the seller to perform an action.

c. Directive speech acts for granting permission

1) Buyer: How much are these shoes?
(How much are these shoes?)
Seller: 150
(The price is 150)
Buyer: May I try them on?
(May I try them on?)
Seller: Yes, go ahead.
(Yes, go ahead)
2) Seller: Leppakki mabbalanca.
(Please come in and shop.)

Buyer: Engka waju gamista?
(Do you have gamis dresses?)
Seller: Iye engka.
(Yes, we do.)
Buyer: Oddikka makkita-kita?
(May I look around?)

The utterance in data (1) above is an utterance of permission. The buyer asks the seller for permission to try on the shoes in question. The seller gives the buyer permission to try on the shoes in question. The seller's utterance of permission is marked by the phrase 'iyee coba ni' (yes, try them), which is a phrase of permission.

The utterance in data (2) above is an utterance of permission. The buyer asks the seller for permission to look at the gamis dress in question. The seller gives the buyer permission to look at the desired gamis dress. The seller's utterance of permission is marked by the phrase 'iye, appileni yategi ipoji', which is a phrase of permission.

d. Commissive speech acts offer

1) Seller: What are you looking for? Trousers?
Please take a look.
(What are you looking for? Trousers? Please take a look.)
Buyer: Yes, I'm looking for a shirt.
(No, I'm looking for clothes)

Seller: Ooo, over there (pointing to the seller in question)

2) Seller: Sis, large bag, 2000 seddi.
(Sis, large bag, 2000 each)
Buyer: No, I already have a bag.
(No, I already have a bag)

3) Seller: Clothes basket, 15,000.
(Clothes basket, only 15,000)
Buyer: No (shakes head as a sign of refusal)

The utterance in data (1) above is an offer. The seller offers the buyer to look at the trousers he is selling. The seller offers the buyer with the intention of getting the buyer interested in buying his merchandise. The seller's offer is

marked by the sentence 'aga isappa? sulara? leppakki makkita-kita', which is an offer sentence.

The utterance in data (2) above is an utterance offering something. The seller offers the buyer a bag. The seller offers the buyer with the intention of getting the buyer interested in purchasing the merchandise. The seller's offer is marked by the sentence 'kak, kantong loppona, 2000 satu' (sir, the bag is 2000 each), which is an offer.

The utterance in data (3) above is an utterance offering something. The vendor offers the buyer a basket of clothes. The vendor offers the buyer with the intention of attracting the buyer to purchase their merchandise. The vendor's offer is marked by the sentence 'karajeng waju, 15,000mi', which is an offer sentence.

B. Discussion

Data a discusses directive illocutionary acts of questioning. Questioning is one of the directive acts carried out between the speaker and the listener with the intention of asking something. One example of a questioning illocutionary act is, 'siaga ellinna?' which means 'how much is this?' This utterance is spoken by the buyer with the intention of finding out the price of the merchandise.

Data b discusses directive illocutionary acts of command. Commands are one type of directive act performed between the speaker and the listener during interaction. This utterance is made with the intention of giving a command. One example of an imperative speech act is 'ta fattamani kantonge,' which means 'please put the pumpkin in the bag.' This utterance is spoken by the seller with the intention of commanding the buyer to put the pumpkin in the bag.

Data on directive illocutionary acts of granting permission. Granting permission is one of the directive acts carried out between the speaker and the listener with the intention of giving permission. One example of an illocutionary act of granting permission is, 'iye, coba ni' which means yes, please try it. This utterance is spoken by a seller to a buyer with the intention of giving permission to try their merchandise.

Data d Commissive illocutionary acts are utterances that offer something. The vendor offers the buyer to look at the trousers he is selling. The vendor offers the buyer with the intention of getting the buyer interested in buying his merchandise. The vendor's offer is marked by the sentence "aga isappa-sappa? sulara? Lepaakki, makkita-kita", which is a sentence of offering. The utterance in the data is an utterance of offering something. The vendor offers the buyer to buy his bag. The vendor offers the buyer with the intention of getting the buyer interested in buying his merchandise. The vendor's offer is marked by the sentence 'kak, kantong loppo, 2000 seddi', which is a sentence of offering.

The results found in this study are in line with the theory proposed by George Yule (2019). There are three forms of directive illocutionary acts and one form of commissive illocutionary acts. The author only wrote part of the data obtained due to time constraints and the author's abilities. Based on the analysed data, it was found that directive illocutionary acts and commissive illocutionary acts are different and also have different strategies in conveying utterances to the speaker or interlocutor.

Conclusion

previous chapter, in accordance with the formulation of the problem, the directive illocutionary acts in traditional markets in Soppeng Regency include directive questions, directive commands, and directive permissions. Meanwhile, the commissive illocutionary acts in traditional markets in Soppeng Regency include commissive offers and commissive promises.

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