The Refusal Strategies Used By Sellers in Pasar Raya Padang

Edwar Kemal
Dosen STKIP PGRI SUMBAR
edwarkemal@yahoo.co.id


Hasil penelitian ini menunjukkan bahwa ada 15 cara penjual dalam menunjukkan suatu penolakan, seperti bercanda, ujaran literal atau non literal dan sebagainya. Dari segi maksim kesopanan, bentuk ujaran-ujaran yang terjadi banyak dalam bentuk tidak sopan. Hal ini disebabkan karena penjual ingin pembeli membeli langsung barang dagangan tanpa ada tawar menawar. Penjual lebih banyak menggunakan ujaran kesopanan pada penawaran pertama. Dari segi tipe kalimat, penjual lebih banyak menggunakan tipe deklaratif dalam menjualkan barang dagangannya.

Key words — teori literal, non literal, direktif, tipe deklaratif

I. INTRODUCTION

As a tool of communication, language plays important role in human life. Communication can happen everywhere, such as in school, in market, in bus station, etc. the using of language are different because it is related to the place, situation, status, age, sex, etc. Mostly, in the Pasar Raya Padang, the sellers use directive acts in order to make the communication become clearly. But sometimes, the directive utterance still makes confusing the buyer because there is other message which follows those utterances.

In Pasar Raya Padang, there are two kinds directive function that used by sellers i.e. offering and refusing the price. Refusing is a way of some one not to agree about the other argument. Some times, refusing makes the other participant don’t feel in well.

Based on the facts above the writer wants to analyze about the refusing strategy of sellers in Pasar Raya Padang. The writer is interested to analyze the form and function of the seller utterances. Then he tries to see the politeness, direct-indirect, literal-non literal of seller utterances.

II. REVIEW ON RELATED THEORIES

In analyzing the strategy of refusing, the writer uses some theories. First is the theory of
literal and non-literal, direct and indirect speech act by Searle (Searle in Parker, 1986:19). Literal is speaker means what they say literally. Non-literal is speaker does not means what they say literally. Direct is the question is used to question, the imperative is used to order. In direct is the question is not used to question but perhaps is used to demand. Second, polite and impolite. This analysis takes one maxim of politeness principle (Wijana, 1996:56). This maxim stated that every participant must to minimalist the loss of people or to maximalist the benefit of people.

Third is theory of types of the sentences. Four types of sentence realize the act of speech. First is declarative, it functions to give information or to make statement. Second is interrogative that have a function to ask question. Third is imperative, it function to command and request something. Fourth is moodless, the meaning and function are influenced by contrast. (Sinclair and Couldhard in Coulhard and Montgomery, 1981, 8-11)

Datum 1
(Context: in the shop, the speaker is a men and the buyer is a girl)
S : Apo cari di:ak?(0.2) Caliak-caliaklah du:lu:, baju, sarawa
B : Bara cie:k da:?
S : harago:(0.1) tujuah baleh satanggh salahai
B : nda:k bisa kurang Da:?
S : tu: lah biaso: haragonyo tu:
Analysis:

In this utterance, the seller repeats his saying about the price. The form of utterance is declarative and the function is to explain that the price cannot be negotiated. It is also literal speech act because the purpose of saying the utterance is only tell the price to buyer back. There is no others functions or others meaning. Based on direct or indirect speech act, it is direct utterance because the form of declarative is really used for stating the price. This utterance can be categorized as polite utterance because the seller tries to make sure that buyer will buy their things by using the general statement of the price. He tries to minimalist the loss of buyer. So, the strategy of seller in refusing the offering price is by using the choice of word “biaso”.

Datum 2
(Context: in the free shop, the seller is a man and the buyer is a man)
S : Yo: sapuluah ribu salahai, yo: sapuluah ribu salahai
B : cubo calaik yang tu da:? 
S : yang ikoh
B : bara ciek ko da:?
S : du: puluah ribu (0.2) sadoalah barang nan diateh tu: duopuluah ribu salahai
B : nda:k bisa kurang da:?
S : nda:k bisa do diak (0.2) kalau nan dibawa:h (0.2) sapuluah ribu salahai:
Analysis:
The form of the utterance is declarative and the function is to explain the cheaper thing is in the bottom and in the top can be negotiated. It is non literal utterance because it has implied meaning that the buyer want to buy the cheaper thing in the bottom and while in the top are expensive. This utterance also included as direct utterance because the seller tells the message to the buyer directly. This utterance is impolite because the seller tries to minimalist his benefit and in addition he also gives other alternative to the buyer in which the buyer doesn’t like that thing. So, the strategy of the seller in refusing in offering the price is by using their alternative to the buyer.

Datum 3
(Context: in the free shop, exactly in the second things, the speaker is a man and the buyer is a girl)

S: sapuluah, sapuluah, yang baru buka ko a:

(0.5)

Sapuluah, sapuluah

B: bara ko Da:?

S: ko limo ribu sahalai dja:ak.

B: ndak bisa kurang Da:?

S: alah limo ribu: buju bakurangan juo: lai (0.2), indak tamuेख beko lai.

Analysis:

In this conversation, the seller also refuses the price that offered by the buyer. The form of the utterance is declarative and the function is to explain that the price is quite cheaper and it is also mocks the buyer because she tries to offer the price. This utterance is not literal utterance because there is another massage that appear from that utterance. Example the seller is trying to mocks the buyer because she had tried to offer the price. Next, it is also indirect utterance because the buyer did not understand what the seller means. It is not polite utterance because the seller tries to mocks the buyer and also he tries to maximalist his benefit about the price. So, the strategy of seller in refusing the offering price is by using a joke.

Datum 4
(Context: free shop that sells second things, the seller is a man and the buyer is a woman)

S: A (0.3)ko nyo yang murah lai,(0.3) yang murah lai, limo ribu, limo ribu, ko duo buah sakilo Buk

B: kura:ngla:h

S: ndak Buk(0.2), ndak kura:ng lai Buk.

nan dįsinan, nan dįsinan, takah ko rancak-rancak e Buk a.

Analysis:

In utterance has declarative form and the function is to explain that the price cannot be negotiated and his thins are good things. If the buyers buy it, she will not lose. It is literal utterance because there is no others purpose in saying that utterance. It is also direct utterance because the buyers understand directly what the seller means is. Next: this utterance is included as polite utterance because he tries to maximalist the benefit of buyer like “rancak-rancak” and he tries to back to the buyer like “bayiase”. So, the
strategy of seller in refusing the offering price is by *begging and prouding the things.*

**Datum 5**
*(context: in the free shop of fruit, the seller is a man and the buyer is a woman).*

S:  tī:go saribu,  tī:go saribu tu:
B:  tī:go saribu tu di:ak?
S:  yo:(0.2) tīgo saribu
B:  indak ampek saribu Da:
S:  *tīgo, tīgo saribu diak (0.3) ndak bisa kurang lai diak*

**Analysis:**

In this conversation, the buyer tries to offer the amount of fruit to the seller. The form of utterance is declarative and the function is to explain that the amount of fruit can not be added or offered. It is literal utterance because the purpose of utterance is clear. Than it is also direct utterance because the seller says directly what he wants. It is not polite utterance because he tries to maximalist his benefit and there is a little of feeling angry when the buyer tries to offer. It can be prove by the diction “ndak bias kurang lai diak” and also “tīgo saribu diak”, it means his fruit is so three one kilos not for one kilos. His state it in clearly. So, the seller’s strategy in refusing the offering price is by *using the clear statement.*

**Datum 6**
*(Context: in the free shop that sells second things, the speaker is a man and the buyer is a woman)*

S:  *nan baru, nan baru (0.1) piliahlah-piliahlah*

**Analysis:**

The form of the utterance is declarative and the function is to explain that the thing can not be offered or negotiated. It is literal utterance because the meaning of the utterance is only one and there is no other purpose of saying that utterance. It is also direct utterance because the buyer understands directly what seller means. Next, it is included as really impolite utterance because the seller tries to maximalist his benefits and do not care about the comment of the buyer. It can be proved by diction of word like”jan iago jo”. It means he is a little angry when the buyer offers the price. So his strategy of seller in refusing the offering price ids by *using the irritating word and stressing that his thing is cheaper than others.*

**Datum 7**
*(Context: in the free shop that sells second things, the speaker is a man and the buyer is a woman)*

S:  *sapuluah, sapuluah, sapuluah (0.1) piliahlah-piliahlah*

**Analysis:**

B:  : bara ciek da?
S:  : tu: sapuluah
B:  : kalau nan diateh tu:?
S:  : tu: duopuluah ribu diak
B:  : ndak bisa kurang lai da:?
S:  : *jan diago jo: lai diak (0.2) iko: lah paliang murah mah:*

B:  *bara ko da:?
S:  *sapuluah ribu diak
B:  *ndak bisa kurang lai da:?
S:  *itu:lah harago pas diak.*
Analysis:
The utterance has declarative form and the function is to explain that the price can not be negotiated. It is literal form because speaker says what he means. It is also indirect utterance because the seller tells directly what he wants and the buyer has to know what the meaning of “pas”. It is impolite utterance because he tries to maximalist his benefit. From the utterance, it means if buyer is interested to buy the thing, she must pay as many as seller said. So the strategy of seller in refusing the price is by using word of “pas”.

Datum 8
(Context: in the free shop that sells fruit, the seller is a woman and the buyer is also a woman)
S : ampek limo ribu lai, ampek limo ribu lai
B : ndak limo dijak?
S : ndak ka rugi gai ibuk ka mambali do (0.2) bantuak se: kuning-kuning a baru tibo ko mah
B : ambiak an lah!

Analysis:
The utterance is declarative and the function is to picture that she will lose if the buyer buys as much as she said. It is literal utterance because the seller relates the price with the quality of that thing. So, he wants to say that the buyer is very benefit to buy. It is indirect utterance because the function of declarative form is only for explaining the thing. It is a polite utterance because the seller tries to maximalist the benefit of the buyer. It can be proved by seeing the statement like “ndak karugi gai ibuk mambali do, kuning-kuning, baru tibo”. So, the strategy of seller in refusing the offering price is by describing the quality of things.

Datum 9
(Context: in the shop that sells jeans and clothes, the seller is a woman and the buyer is also a woman)
S : cari baju dijak? Sarawa:, caljak-caljaklah dulu:
B : levis ado ni?:
S : levis banyak, jan ragu dijak (0.3) tu: lepis se sado alahnyo ma:. Siapo yang makai?
B : awak ni (0.4). ko: bara ni?:
S : ko: (0.2), saratuhih duo puluah dijak
B : kalau yang iko ni?:
S : kalau yang iko: (0.2) sambilan limo:
B : ndak bisa kurang lai ni?:
S : kurang-kurang saketeke laj bisa:
B : anam puluah, laj bisa ko ni?:
S : aj: indak dapek do dijak (0.3). modalno se: alun sampai lai.
B : caljak dulu ni:
S : beko: lah pai (0.2) bara: dek adjak?
B : itu pas nyo ni:
S : kalu yang iko: ambiaklah, tapi kalau ynag iko: tambalah sakteke lai
B : itu nyo ni:

Analysis:
The form of utterance is declarative and the function is to picture that she will lose if the buyer buys as much as she said. It is literal utterance because the seller means what she says literally. It is direct utterance because the seller tells directly about the price. It is not polite utterance because she tries to maximalist his benefit by using the diction “modalnyo”. So, the strategy of seller in refusing the offering price is by explaining the loss.

Datum 10
(Context: in the free shop that sells fruits, the seller is a man and the buyer is a woman)

S : yang maniːh, yang maniːh (0.3) limo ribu
   sakilo, limo ribu
   sakilo.
B : bara buah sakilo daː?
S : koː bisa tigo sakilo ni:
B : baraː sakilo daː?
S : limo ribu ni:
B : ndak bisa kurang daː?
S : kɔbaru tibo mah niː, maniːh kɔ maːːh ,
cubɔː lah dulːu:
B : ndak kurang lai daː?
S : deː (0.2) ko dek pagi se mahː diak, bara
   kilo dek unːiː:
B : tigo kilo da:

Analysis:

The form of the utterance is declarative and the function is to state that seller is lose in selling his thing. It is not literal meaning because there is other meaning that seller does say to the buyer i.e. he is lose in selling it. It is also indirect utterance because the speaker does not tell what he means directly and buyer does not understand what seller means. It is impolite utterance because he tries to maximalist his benefit. So, the strategy of seller in refusing the price is by pretending in front of the buyer that he is lose in selling it.

Datum 11
(Context: in the free shop, the seller is a man and he buyer is a man)

S : topi diːak?
B : caljaːk lu daː:
S : koː rancak ko diːak dasarnyoː lepiːs, banyak urang mamakai
   kini.
B : bara ko daː?
S : limo baleh se baia
B : ndaːk bisa kurang lai daː?
S : kalau yang lai uda kuranagn maːh (0.2)
   tapi kalau yang ikoː , alah
   haragonyoː mːh . saketek uda dapek nyo:

Analysis:

The form of the utterance is declarative and the function is to state that the price can not be negotiated. It is literal meaning because the purpose of uttering is really clear for buyer and it is direct utterance too because seller tells directly what he means. It is polite utterance because he tries to convince the benefit of buyer and also added by begging to the buyer. It cans be seen like “saketek eda dapek nyo” and “alah uda kurangan mah”. So, the strategy of seller in refusing the
offering price by mixing between the conditions of the capital and offering other things.

III. CONCLUSION

Having analyzed the data, the writer makes some conclusion about this analysis. First is there are many styles of sellers to refuse the offering price. According to the data, there are fifteen styles of sellers in refusing the offering price. It can be in the form of jokes, literal, nonliteral and etc. Second is most of the strategy used are not polite utterances because the sellers looks likes force the buyer buy it directly without offering it firstly. Third is the sellers produce polite utterances in the first offering price. It can be seen from the collection of data.

REFERENCES


ABBREVIATIONS

S : Seller
B : Buyer