THE LANGUAGE USED IN COMMUNICATION AMONG PURCHASERS
(AN APPROACH TO DISCOURSE ANALYSIS AND PRAGMATICS)

Maitri Rahmadhani, S.S.,M.Hum [1]
STKIP Al Maksum Langkat
maitri_rahmadhani@stkipalmaksum.ac.id

Abstract

This research deals with the language used among purchasers to solve the problem in the society of how we actually should communicate with the people around us. The objective of the study is: to discover the Interpersonal meanings that are realized linguistically to prompt processes that lead to a better understanding/deal among sellers and buyers. This research is considered as a descriptive qualitative research. The instruments used in collecting the data is the record of interaction between a seller and a buyer. The data reveals seveal types of move which consist of the types of knowledge exchanges, good and service exchange, and the types of dynamic move. The result shows that there were two conversational systems i.e., of typical and uncommon contexts or congruent and metaphorical coding. In conversational structures, as it was realized in conversational systems, it was found some marked structures, in wich normally represented by k1 and k2, but then appeared other representations, namely k2^ k1(k2) and even question followed by question. The Exchanges structure found was exchange dynamic represented by ch, rch, cf, rcf, cl, rcl. The exchange structure found were k1, k2^k1, k2^k1^k2f, k2^k1^k2f^k1f, dk1^k2^k1^k2f, a1, a2^a1, a2^a1^a2f, a2^a1^a2f^a1f, da1^a2^a1, da1^a2^a1^a2f, da1^a2^a1^a2f^a1f. This situation happened because social context influences the exchange structure in the dialogues and the appearance of verbal violence as the social context, situation and concept of traditional market that include to language style of sellers and buyers whereas sellers and buyers retaining the price.

*Keywords***:** *Language use, Indonesian purchaser's communication, Discourse analysis.*

I. Introduction

"Language is human" simply means that only human being use the language and is facilitated by God with the perfect organ of speech. The language used by human being is formed by the arbitrary system and conventionally meaningful. It has been known as the main communication tool used by human as a gift from God. We could never imagine how to through this life without any languages to communicate with others. In communicating with others, of course, we do not only use the language alone. As a matter of fact, we insert the gestures and also the symbols when we use the language since they have a meaning and moreover, they help the language to stress the meaning.

Since language is often characterized as a 'tool' of communication, it has some functions; to exchange ideas, to ask questions, to make requests, to express emotions, to indicate doubts, etc. These general functions of language have bridged the people to have a mutual understanding, to have a good relationship with others and it even can resolve some tribal, racial and cultural divisions in certain nations.

Language can be functioned well if the users of the language use it properly. But the problem raise when the users of the language cannot use the language as it should be. In many cases, for instance, some people actually do not mean to hurt anybody else, but the utterances they spoke to the hearers and their wrong intonation gives a negative effect on the hearers perception. Such situation then can lead both speaker and the hearer misunderstands and could even worse than that such as a conflict.

In order to avoid such misunderstanding in communication, we as the speakers and also as the hearers need to know some key factors in creating a better understanding using the language. The language problem deals with communication can be solved through scientific ways. In scientific way, the study of language does not stand alone. If the language deals with social life are scientifically studied, it is known as Sociolinguistics. If the language deals with psychology are scientifically studied, it is known as Psycholinguistics. If the language is scientifically studied based on its meaning, it is known as Semantics. If the language is scientifically studied based on the meaning of a language deals with the context, co-text or the text, it is known as Pragmatics. In Systemic Functional Linguistics, we also study the language through its structure scientifically that is based on the function of that language. This is what we call as Grammatics which is proposed by M.A.K. Halliday.

To solve such communication problems in a better way, of course we need the help of the linguists since only linguists can overcome the problem scientifically. Having got with the linguists solution (in which has been proven scientifically), the people can implement it in the daily life. For example, the director of an advertisement company does not know why his product does not interest the people. Actually his product is categorized as a good product. This problem can be solved by using linguistics point of view to analyze inappropriate slogan that does not perfectly represent something. It needs to be added by symbol and sign such as a suitable color and gesture. This can only be analyzed by the linguists.

The language problem portrayed in the advertisement area is also happened in the society; among the purchasers for instance. When the buyers buy something, they are actually establishing communication with the sellers. Some communications run well and end in a good deal that causing the economy circle runs very well in the society, but some other communications are failed and even can end in bad situation. What makes it different is assumed causing by the language that is used during the purchasing process. And the exact reason which differ the success of communication between the sellers and the buyers is need to be investigated. That is why the researcher intends to conduct a research dealing with the language used among purchasers to solve the problem in the society of how we actually should communicate with the people around us.

II. Literature Review
Discourse Analysis and SFL

Many people believe that language is functioned only for conveying information, but actually it serves many functions: such as asking something, building social relationship, supporting the social activities and identities and so on. These kinds of language functions can be investigated through one approach to Discourse analysis,

namely the analysis of language in use. In other word, the analysis of discourse is the analysis of language in use. The language itself reflects the situation and context in which it is used.

Discourse analysis (Wooffitt, 2005: 1) is a methodological approach to the study of talk, both of which have far-reaching implications for our understanding of social interaction and the role of discourse and communication in everyday life. It means, the focus on Discourse Analysis is the spoken language which is then be transcribed into a written text and analyzed to find its pattern. Thus, the representation of the discourse is the text(s).

Systemic functional linguistics treats grammar as a meaning-making resource and insists on the interrelation of form and meaning. From those definitions above the writer conclude that Systemic functional Linguistics is interest in how people use language which each other in accomplishing everyday social life. SFL is able to reconstruct the context of situation because there is a systemic relationship between text and context. The wordings of the texts 9 simultaneously encode three types of meaning ideational, textual, and interpersonal meaning (Gerot and Wignell, 1994: 12).

Ideational meaning is meaning involves grammatical resources for constructing people theories of experience and how people construct reality in ways that seems natural to them. These meanings are realized in wordings through participant, process, and circumstances. Meanings of the kind are most centrally influenced by the field of discourse.

The second is called **textual meaning** which have to do with the problem of organizing what we have to say with respect to what we have said and what we are going to say and making what we have said relevant to the context in which we are speaking. These meanings are realized through patterns of theme and cohesion. Textual meanings are most centrally influence by mode of discourse. The last is interpersonal meaning are meaning which express a speakers attitude and judgments (Gerot and Wignell, 1995:13).

Interpersonal meaning is realized through mood. By mood structure of the clause we would be describing how language is used to enable the expression of interpersonal meanings, through dialog. We can see speakers making meanings about such interpersonal dimensions as the power or solidarity of their relationship, the extent of their intimacy, their level of familiarity which each other, and their attitudes and judgments.

Move

Martin (1992) conveyed converstion is the product of the pariticipant's cooperative efforts, in which they mutually negotiate the direction of the talk and conform to certain guiding prinsiples. In line with Cheng (2004), conversation is fundamentally a turn taking activity, where taking a turn is regarded as the speaker's right and obligation. In conversation analysis, a wide range of aspects of conversation has been investigated such as its structured in terms of move. In this way, conversations are multi-dimensionally analyzed. It means that in negotiation there are three dimension that can be analyzed, they are move, speech function and mood. Move refers to the function or role played by a speaker (addresser) in a conversation in his/her relation to the function or role played by the hearer (addressee) and the commodity being exchanged. In conversation, it will occur exchanging information where addresser and addressee will conduct questions or statements dominantly. A sort of „frame" on either side of the sequence of questions and answers is called move (McCarthy; 1991). It means, in conversation, it is possible to have some move. One move means one part of

the exchange, or it can be said that move is every clause that are uttered by the addresser and addressee.

Move is defined as the function or role played by a speaker (addresser) in a conversation in its relation to the function or role played by the hearer (addressee) and the commodity being exchanged. It means that every clause that is uttered by either addresser or addressee is called move, in another word one utterance is one move. Move consists of two interacting element of utterances. The first element of a negotiation is whether the topic is knowledge (information) (k) or action (good and service) (a). The second element is whether a speaker presenting themselves as a primary (1) or secondary (2) authority for the topic at hand. In exchange of information, it is known with term knower while it is actor in exchange of action. There are various structure in exchange of information, may be either on of the following structures:

a. $k2 \wedge k1$
b. $k2 \wedge k1 \wedge k2f$
c. $k2 \wedge k1 \wedge k2f \wedge k1f$
d. $dk1 \wedge k2 \wedge k1$
e. $dk1 \wedge k2 \wedge k1 \wedge k2f$
f. $dk1 \wedge k2 \wedge k1 \wedge k2f \wedge k1f$
g. etc...

in which:
dk1 : delayed primary knower
k1 : primary knower
k2 : secondary knower
k1f : primary knower follow up
k2f : secondary knower follow up
$\wedge$: "followed by"

Meanwhile, in exchange of goods and services, where they are known with term: actor thus, the structure in exchange of goods and services may be either one of the following structures:

a. $a2 \wedge a1$
b. $a2 \wedge a1 \wedge a2f$
c. $a2 \wedge a1 \wedge a2f \wedge a1f$
d. $da1 \wedge a2 \wedge a1$
e. $da1 \wedge a2 \wedge a1 \wedge a2f$
f. $da1 \wedge a2 \wedge a1 \wedge a2f \wedge a1f$
g. etc...

in which:
da1 : delayed primary actor
a1 : primary actor
a2 : secondary actor
a1f : primary actor follow up
a2f : secondary actor follow up
$\wedge$: "followed by"

When the conversation or in exchange the information and good and service, follows the structure as written previous they are later called congruent but when they do not follow the structure it is called metaphor. In move the metaphor also happens. There are some terminologies in move in metaphor conversation, they are;

cl : clarification
rcl : response to clarification

ch : challenge
rch : response to challenge
cf : confirmation
rcf : response to confirmation
For example:

The Nature of Conversation
Following Halliday's interpretation of an interaction (1994: 68), when we have a conversation we are establishing a relationship between us: between the person speaking now and the person who will probably speak next. A conversation is a process of exchange which involves two variables: a. the speech roles associated with the exchange relations: either giving or demanding. b. the commodity to be exchanged: either information or goods and services. The simultaneous cross-classification of these two variables define the four basic speech functions that can be used to initiate a conversation, as displayed in Table 2.1

Table 2.1 Speech Roles and Commodities in Conversation

Speech Role	Commodity Exchanged	
	Information	Goods & Services
Giving	Statement	Offer
Demanding	Question	Command

Sources: Halliday (1994: 69); Eggins and Slade (1997: 181)

III. Research Method
Research Design
      This research is considered as a descriptive qualitative research. According to Miles and Huberman (2014: 1), Qualitative data are a source of wellgrounded, rich descriptions and explanations of human processes. With qualitative data, one can preserve chronological flow, see which events led to which consequences, and derive fruitful explanations. Qualitative research is conducted through intense and prolonged contact with participants in a naturalistic setting to investigate the everyday and/or exceptional lives of individuals, groups, societies, and organizations (Miles and Huberman, 2014: 5).

Instrument of the Data
      The instruments used in collecting the data is the record of interaction between a seller and a buyer. In this case, the researcher tends to record the spoken interaction (in a form of utterances) and then transcribe it into transcription texts which are divided into two kinds, namely: (1) the interaction involving the commodity that lasts longer i.e., selling and buying of textile and (2) the interaction involving the commodity that does not last longer i.e., the selling and buying of fruits.

Data Collection Method
      In this study, the researcher uses documentation type of method. The techniques of data collection are:
1) Recording the interaction between the seller and buyer

2) Transcribing the conversation into a script
3) Inserting the collected data into paper research to be analyzed.
4) Analyzing the data.

Data Analysis
In this research, the data are analysed based on Bogdan and Biklen's stages/steps: searching the data, arranging the data and interpreting. As it has been mentioned previously that the data in this research are taken from the are taken from the transcription texts gotten from the two kinds of interaction between a seller and a buyer namely: (1) the interaction involving the commodity that lasts longer i.e., selling and buying of textile and (2) the interaction involving the commodity that does not last longer i.e., the selling and buying of fruits. Next, the data are arranged based on the theory of Discourse Analysis, that is: Negotiation (in terms of **moves, speech functions** and **Mood**)

IV. Discussion
Data Analysis
In this section, the results of the data analysis are presented. The collected data according to the procedures discussed in chapter III was tabulated and systematically analyzed in response to the problem posed in chapter I of this thesis. The appropriate conversation analysis framework suggested and intended by Martin's theory such as recording, transcribing, identifying, and classifying were properly applied to draw the conclusion rationally.

The data reveals several types of move which consist of the types of knowledge exchanges, good and service exchange, and the types of dynamic move with the total of 154 units of move. Having analysed the data taken in chapter III, it was found that: the Exchange structures found between sellers and buyers presented by corresponding moves of information to those of goods and services exchanges, i.e., k1, k2^k1, k2^k1^k2f, k2^k1^k2f^k1f, dk1^k2^k1^k2f, a1, a2^a1, a2^a1^a2f, a2^a1^a2f^a1f, da1^a2^a1,da1^a2^a1^a2f,da1^a2^a1^a2f^a1f.
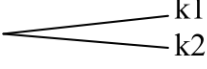
It is showed that k2^k1 was the dominant structure, as it was the situation in which the conversation taken between sellers and buyers whereas there was no knowledge before about what kinds, mode, or size of goods as well as the goods quantity. The research showed that there were many conversations different from the Martin theory, that is, the construction of those conversation were not containing the construction in Martin's Theory. This research also touches about the corresponding moves of information, which was represented by k2^k1(k2). In social interaction, many things could happened. In the association with that, this interaction often causes social conflict. Social Conflicts arise because of the mismatch between desire and reality. If the collision is expressed through language, the interaction among interlocutor may causing the verbal violence. Thus, the needs of understanding social contexts including setting, participant, end, act sequence, key, instrument, norm and genre were crucials. The communicative actions also found depend on topic, mood, social context, situation, social level, age, and urgency to be conveyed. Thus, the factor that causing the construction of question followed by question (k2^k1(k2)) was because the verbal violences, such as the social context and situation of traditional market including the language style of sellers and buyers. For information, the language style among purchasers showed that the seller wanted to have much profit from the goods that was sold to the buyer.

The Exchange structures realized linguistically in term of speech function, which is realized in mood, and those two were realized in congruent and metaphorical coding. They are statement (S), question (Q), offer (O), and Command (C). The Respond of that are acknowledgement statement (AS), response statement to question (RSQ), acknowledgement to offer (AO), and response offer to command (ROC). The result showed the exchange structure of k1 continue to k1(k2) which is realized linguistically in term of speech function in response statement to question followed by question. Normally, question is replied by answer (statement) but in this case, the question was answered by question. Speech functions are congruently expressed by mood which build conversational structure. Here, moods were used as the realization of speech functions. The result showed that elliptical declarative was dominantly used in the bargaining interaction and the dominant mood used by buyer was interrogative. In addition, the congruent coding was more dominant than metaphorical coding.

Examples of the data are presented in the tables below.
Exchange of Knowledge (Information)

a)   Secondary Knower Followed by Primary Knower (k2∧k1)
       This is the dominant type of exchange occurred in the text. It can be approved in the example below.

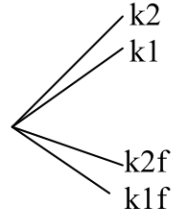Table 4.1. The Example of Secondary Knower Followed by Primary Knower (k2∧k1)

Move	Utteances
k1 k2	B: berapa tahun ini? S: dua tahun, setahun, bisa pakai sayang. Mentel. Itu yang *kengsi*nya. Ini yang pakai tangan.

The table 4.1 reveals that this type of move sequence appears the most in the analysis because the buyer as secondary knower (k2) always ask for information or give questions to the seller. Then, the seller answered the question, in position as primary knower (k1). It is understood that the buyer rarely gave a follow-up respond to the seller's answers for the conversation mostly ended in one continuation. It shows that the level of language utilization in purchasing interaction among buyer and seller is still low.

b)   Secondary Knower Followed by Primary Knower Followed by Secondary Knower Follow up Followed by Primary Knower Follow up (k2∧k1∧k2f∧k1f)
       This type places the third position appeared in data analysis. The example is presented in the following table.

Table 4.2. The Example of Primary Knower (k1)

Move	Utterances
k2 k1 k2f k1f	B: untuk dua tahun..? S: he-em. Kalau **Baby**-nya ada besar ya bisa pakai juga. Itu yang model rok nya tu kak..**Baby**-nya. B: ya kadang kan… ee..*ga tengok* umurnnya kan.. S: iya.

As illustrated in the example of table 4.2, the analysis shows that the buyer takes role as secondary knower and the seller as primary knower. It means, Seller has the information that Buyer needs. When the conversation sequences develop, the interlocutors turn into notion of ―folow up. This model thus expands the pairs notion to allow for more than one move exchange. The move needs to be expanded in order to

handle folow-up sequences. In regards with this, seller becomes Primary Knower Follow up (k1f) Seconday Knower Follow up (k2f). In the text belongs to this type, among participants try to maintain the conversation flows in one topic for instance by delivering another question or response related What matter is being talked.

c) Primary Knower Followed by Secondary Knower Follow Up Followed by Primary Knower Follow Up (k2∧k1f∧k2)

Move	Utterances
k2 k1 k2f	B: kaos ya? S: iya, kaosnya campur katun dia yang. Kalau bahan *kayak* gini unik dia. B: mmm..

Exchange of Good and Service

There are several types occurs in the term of exchange of good and service in the data analysis. The example are further noted in the following table.

a) Secondary Actor Followed by Primary Actor (a2∧a1)

Table 4.4. The Example of Secondary Actor Followed by Primary Actor (a2∧a1)

Move	Utterances
a1 a2	S : mau dek? Terong? B : iya.

In action exchange, the primary actor (a1) is the interlocutor responsible for providing goods and services (or promising to do so) and the secondary actor (a2) is the interlocutor who receive the goods or benefits from the service. An example of an action exchange presented in table 4.4 above, involved the Buyer and Seller. The Seller realizes the role of primary actor, represented as a1, by giving the chance of speaking turn to him. From the example above, it can be seen that the Buyer takes part as secondary actor and the Seller takes part as primary actor.

Move	Utterance
a2	S: kakak mau ambil yang mana? Kasi lah harga yang betul.
a1	B: yang merah.
ch	B: udah lah kak. Rp 75 ribu. Kalau *ga* dikasih ya udahlah..
rch	S: tunggulah kak, sini dulu. Kasihlah kak harga yang *betul*. *Betul* nya berapa?
ch	B: Segitulah kak kalau dikasi.
rch	S:. kak, kak. Marilah, mari!
a2f	B: Makasih ya.
a1f	S: ya, sama-sama.

V. Conclusions

Based on the findings and discussion in this research, it can be concluded that: (1) There are 12 potential exchange structures in English include information and goods and services exchange. It was merely because many conversations didn't contain and suitable to the Martin theory. (2) Exchange structures found in the seller and buyer's conversation were realized linguistically in term of speech functionespecially in mood. Both speech function and mood were realized in congruent and metaphorical coding. The result showed that the seller's question is dominantly used in the bargaining interaction and the dominant mood used by buyers was interrogative. In addition, it was found that the conversation between sellers and buyers congruent coding is more dominant than metaphorical coding. And (3) The exchanges structures realized the way it was because the verbal violence including the social context, situation of traditional market and market concept that include to language style of sellers and buyers in retaining the price and the negotiation will success if the price give benefit to seller and it is fit to buyer. In simple way it can be said that the buyer wanted to get the best product with the cheapest price, while the seller wanted to get more benefit and profit from his product.

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