

ABSTRACT

Kamelia. 09.05.111.00035. *A Study of Sellers' Utterances in Ki Lemah Duwur Market Bangkalan Madura*. Thesis. English Department, Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisors: (I) Rosyida Ekawati, S.S., MA. (II) Dr. Masduki, M. Pd

The objectives of the study are to analyze sellers' utterances in Ki Lemah Duwur market Bangkalan Madura in attracting people attentions and the speech fuction. It follows three research problems, those are: (1) What kind of utterances used by sellers in attracting people attentions in Ki Lemah Duwur market Bangkalan, (2) What are the speech functions used by sellers in attracting people attentions in Ki Lemah Duwur market Bangkalan, (3) What are the most dominant language functions used by sellers in attracting people attention.

This study is a descriptive qualitative research. It applies interactive method in explaining the utterances of sellers. After collecting and obtaining the data, the writer classified and discussed the sellers' utterances and the speech function and considered the dominant speech function applied in the data.

The writer found 65 data. The findings and discussions found that most of sellers' utterances are direct speech act, the sellers use direct speech act by commanding, asking, and giving information to attract buyers/people attentions. The writer also found there are seven language functions, those are: phatic, directive, referential, directive-referential, phatic-directive-expressive-referential, phatic-directive-referential, and phatic-referential functions. Then, the most dominant language function that is found in the data is directive function.

Keywords: sellers, direct and indirect speech act, speech function.