

CHAPTER I

INTRODUCTION

This chapter provides background of the writer in conducting this research, the purpose and the focus of the research. It consists of background of the study, problem of the study, objective of the study, significance of the study, and limitation of the study.

1.1 Background of Study

Human and language cannot be separated. Language is only owned by human and is used by human. As social creatures, humans need language to communicate or interact with others. Humans use language to deliver their intentions. Humans are the only living creatures that use language to present actions, feelings, and ideas.

In communication, people do not merely pronounce a sentence, but also expect an action done by the addressee. Therefore, to make the actions are done, the speakers need to consider various aspects. One of the aspects is the strategy in delivering speech. The strategy in delivering speech is related to the technique or the way that is used by speakers to reach their expectation. The strategy in delivering speech is related to the use of the forms of sentence.

Semantically, sentence is divided into three; those are imperative, declarative, and interrogative. Imperative is a sentence that is used to make someone to do something, for example “Open the door!”. Declarative is a

sentence that is used to convey or give information, for example “This cake is delicious”, and interrogative is a sentence that is used to ask something, for example “What are you looking for?” (Kurniawan, 2008:1).

Nevertheless, in a speech, sentences are not always can be interpreted based on its function. Declarative sentences are not always interpreted as a form of notice or statement. Interrogatives and imperatives can not always be interpreted as a form of request. For example, at night, the speaker said “The television is on”, this sentence is declarative sentence, but this utterance is not only inform to the hearer that the television is still on, this utterance is also functioned to make hearer to do something, the speaker tells the hearer to turn off the TV.

Sometimes, the speaker determines the choice of sentences to deliver the speech. whether it is direct or indirect. For instance, the speaker wanted the addressee to clean the room, she said “Clean your room!”, “It is so dirty here”, or “When the last time you cleaned your room?”. The basic function of the utterances is to command, but only the imperative statement that shows the speaker commands the addressee directly.

The basic function of the utterance will be recognized based on the circumstances. The interaction form of speech that involves two or more parties, the speakers and the hearers, in one speech, at the time, place, and circumstances is called speech event (Nazar, 2013:1). For example, the interaction that occurred between a seller and the buyer in the market at any circumstances using language as a means of communication is a speech event.

Speech is used by speech communities. A speech community interact in many places. One of the places that many people interact and communicate is a market. Market is a very noisy and crowded place especially traditional market. Some interactions occur in this place. There are sellers and buyers doing some activities such as selling and bargaining. There are many markets in Bangkalan. One of the markets is Ki Lemah Duwur market. It is a big traditional market in Bangkalan regency; this market provides good quality products as those available in mall or supermarket with standard prices. Therefore, there are many people come from many places and social classes either high or low social classes go for shopping in this market.

Sellers do some activities to sell their products. They attract buyers and offer their products, they also negotiate with the buyers. Attracting people attentions is important for sellers in their success to sell their products. Since attracting people attentions is important for sellers in a market, it is interesting to analyze the utterance that they use to attract people.

Since the sellers are society who use a language to attract people attentions, it is related to Sociolinguistics. Holmes (2001:1) stated that Sociolinguistics is a study of language and society. It is interested in explaining why people speak differently in different social context, and its concern in identifying the social function of language.

Holmes (2001:279) stated that sociolinguistic rules are appropriate ways of speaking in different communities are clearly distinctive in a range of area. Speech functions are expressed differently in different communities. It is also

related to context. Sometimes, in one utterance may express more than one speech functions. For instance, a mother saw her daughter was busy look around the room, then she asked “*what are you looking for?*”, this utterance shows that she wondered about what her daughter look for and wanted to help her. Then, take a look in the conversational situation in a market, a seller asked the buyers “*what are you looking for?*”, this utterance can be as question that she/he really wonders what they need and it can be as a greeting to the buyers to attract them.

This study analyzes the utterances of sellers while they attract people attentions. This study uses pragmatics and sociolinguistics theory since it analyzes the speech act and the speech function of the utterances. So far, this study is new and original since a research entitled “A Study of Sellers’ Utterances in Ki Lemah Duwur Market Bangkalan Madura” has not been done by any researcher. This study presents to fill the gap of the previous studies.

1.2 Statement of the Research Problems

This research problem intends to identify the sellers’ utterances in Ki Lemah Duwur market Bangkalan in the context of their language in attracting people/buyers’ attentions. It is explained further based on these questions:

1. What kind of utterances are 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 attention in Ki Lemah Duwur market Bangkalan?

3. What are the most dominant speech functions used by sellers in attracting people attention?

1.3 The Objectives of the Study

1. To identify the utterances that are used by sellers in attracting people attentions in Ki Lemah Duwur market Bangkalan
2. To elaborate the speech functions used by sellers in attracting people attentions in Ki Lemah Duwur market Bangkalan
3. To identify the most dominant speech functions used by the sellers in attracting people attentions.

1.4 The Significance of the Study

The writer expects this study give advantage either theoretically or practically. Theoretically, this research give contribution to various studies related to speech act and speech function. Furthermore, it is practically significant; this research is able to explain the problems of the study to make the reader know about sellers' utterances or the strategy of sellers in the market when they try to attract the buyers' attentions, also the function of their utterances. In addition, this study will inspire other writers to conduct a study about speech act and speech function.

1.5 Scope and the Limitation of the Study

This research focuses on utterances of sellers in Ki Lemah Duwur market in attracting buyers/people attentions instead of the utterances in negotiating with the buyers. The scope of this study are Pragmatics and Sociolinguistics.