

ABSTRACT

Lutfi. 140511100009. A Pragmatic Study of Bald-on Record Strategy Used by Madurese Salesmen and the Receptionist in the Inn of Madrasah Aliyah Negeri Bangkalan. Thesis English Study Program of the Faculty of Social and Cultural Sciences, Trunojoyo University, Madura. Advisor, Misnadin, S.S., M.A. Ph.D.

This study focused on Bald-on record strategy used by Madurese salesmen and the receptionist in the Inn of Madrasah Aliyah Negeri Bangkalan. This study aimed to identify the sub-strategies of bald-on record strategies used by Madurese salesmen and the receptionist in the inn of Madrasah Aliyah Negeri Bangkalan and to describe the way bald-on record strategies used by Madurese salesmen and the receptionist in the inn of Madrasah Aliyah Negeri Bangkalan.

In analyzing the data, this study used the theory proposed by Brown and Levinson (1978). Moreover, this study was conducted by using a qualitative research because the data are in the form of word, phrase, and sentence. The data of this study are the utterances used by Madurese salesmen and the receptionist in the Inn of Madrasah Aliyah Negeri Bangkalan. The method of collecting data is content analysis and the writer used interactive method to analyze the data.

The writer found five sub-strategies of bald-on record strategy in this study. The sub-strategies refer to disagreement/criticism strategy occurs 7 times out of 34 total data, 4 utterances belong to giving suggestion/advice strategy, 16 utterances belong to requesting strategy, 5 utterances belong to warning or threatening and 2 utterances belong to using imperative form strategy. From the findings above, the writer can conclude that the most frequently used sub-strategies of bald-on record is requesting strategy and the least frequently used is imperative form strategy.

Key words: Bald-on record strategy, disagreement/criticism, giving suggestion advice, requesting, warning/threatening, using imperative form, Madurese salesmen, the receptionist.