CHAPTER I
INTRODUCTION

1.1 Background of the Analysis

Language plays important roles in our life. Everybody uses language to communicate with each other. It is also used to express our reaction to certain situation and to reveal our ideas, thoughts, feeling, or emotion. Human as a social creature uses language to build relationship with other. It is a wonderful ability for human to communicate using words and sequences of words which differentiates them from animal. That is why language is a complex human being phenomenon.

Blooch and Trager in John Lyons (1942:5) state that a language is a system of arbitrary vocal symbols by means of which a social group so-operates. Hall (1968: 158) states that language is the institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols.

Language is absolutely used to communicate. When using a word or a combination of words either in spoken or written, the main aim is to indicate something or some relations or even some ideas, and it can be shown or called as its meaning.

Communication can be built if there is an understanding between speaker and hearer or writer and reader (the source person and target person). In this case, meaning is important and significant. If the hearer or reader cannot comprehend
the meaning of the speaker or writer try to reveal, communication is not working and misunderstanding will arouse.

The branch of Linguistics which deals with understanding of language as a system and especially to an understanding of meaning in a context is called Pragmatics. Pragmatics recognizes the importance of context and thus can reveal the meaning underlying a certain utterance. To construct the appropriate meaning in an exchange, the speakers and hearers need to negotiate with it, taking physical, and linguistic contexts as well as the meaning potential of the utterances into consideration.

Aitchison (1995:112) underlines that in a narrow sense pragmatics is concerned with how listeners arrive at the intended meaning of the speakers, whereas in the broadest sense it deals with the general principles followed by human beings when they are communicating with one another. The word principles implies regularity exists in the use of language in communication and this regularity derives from the fact that people are members of social groups and follow general patterns of behavior expected within the group.

One of such principles is the widely known Cooperative Principle proposed by Grice. Grice (1989:26) believes that people can communicate effectively because they are helpful to one another, so he formulates the such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. This principle is elaborated further into four sub-principles called maxims as follows: Maxim of Quality, which expresses truth, that is by making the strongest relevant claim justifiable by your
evidence; Maxim of Quantity, which expresses information, that is by making your contribution as informative as is required for the current purposes of the exchange; Maxim of Relation, which expresses relevance; Maxim of Manner, which expresses clarity and avoidance ambiguity of expression.

Brown & Yule (1984: 25) state that language as a means of communication basically serves two functions, namely transactional and interactional function. When language is used to transmit content or information, it is mainly transactional in nature. Conversely, it fulfills interactional function if it is spoken to establish or maintain social relationship.

Verbal offer is one of oral communication which needs transactional and interactional function. Verbal offers by vendors in Pasar Brayan, Medan is interesting to be analyzed in order to observe that utterances much used by vendors there. They give information about what they are selling (transactional function) and to observe the act of vendors in attracting the customer’s intention so that an act of purchasing will expectedly follow from the verbal offers. Thus, it is obvious that the vendors try to establish a good social relationship with the customers (interactional function). Therefore, this analysis tries to reveal their utterances in offering their merchandise in order to get information whether they obey or violate Cooperative Principles proposed by Grice.

Below is one of examples of utterances taken from a vendor in Pasar Brayan, Medan:

*Kue…. Kue…..* which literally translated *“Cake”*  
(Appendix 2 no. 59)
The utterance above comes from a snack vendor who offers her snack by articulating the word *kue*, an English word meaning “cake”. Cake is one kinds of snack. It is pronounced [kʰe] with prolong last vowel [e]. Basically, the snack vendor is still cooperating to communicate in transactional and interactional function. She gives information about what she sells to the customers (transactional function) and she tries to establish a good social relationship with the customers by offering her snack to the customers so, the customers understand about what she sells (interactional function).

The vendor has obeyed the four maxims proposed by Grice. By saying *kue*, she has obeyed maxim of quantity and relation because she has given sufficient and relevant information to the customers about what she sells. Besides that, she has also obeyed maxim of quality because her information is true one. It is obvious that she really sells *kue* “snack” not other kinds of snack except *kue*. Moreover, by saying *kue*, she has obeyed maxim of manner because she has given unambiguous word. *Kue* or snack means small quick meal, usually eaten instead of or between main meals.

Many other utterances of vendors in *Pasar Brayan, Medan* will be analyzed in next chapter.
1.2 Problems of the Analysis

The focus of this thesis is to analyze verbal offers used by vendors in *Pasar Brayan, Medan*. The writer has some questions as problems of the analysis:

- How are the utterances uttered by vendors in transactional and interactional functions?
- Do they obey or violate the Cooperative Principles proposed by Grice?

1.3 Objective of the Analysis

Concerning the problems of analysis, the writer has some objectives or purposes to be obtained. They are:

- To analyze the utterances uttered by vendors in transactional and interactional functions.
- To analyze whether they obey or violate the Cooperative Principle proposed by Grice.

1.4 Significances of the Analysis

The objectives are expected to give some significance for the readers especially for those who are interested in studying verbal offers. The significances are:

- The thesis will give clear information deals with verbal offers and the two functions of language, transactional and interactional function.
- The thesis will give clear information and understanding concerning the kinds of Gricean Maxims that emerged from the verbal offers uttered by vendors in \textit{Pasar Brayan, Medan}.

- The thesis can be used as a reference for those who are interesting in doing further Linguistics research deal with Pragmatics study especially regarding to the verbal offers.

1.5 Scope of the Analysis

This analysis describes the verbal offers by vendors in \textit{Pasar Brayan, Medan}. The scope of this analysis is focused on the utterances by suit vendors, snack vendors, fruit vendors, cigarette vendors, and newspaper vendors in \textit{Pasar Brayan, Medan} whether they obey or violate the Cooperative Principles proposed by Grice and its four maxims as follows: Maxim of Quantity, Maxim of Quality, Maxim of Relation, and Maxim of Manner.

1.6 Method of the Analysis

In writing this thesis, I use field research. There are four steps in analyzing the utterances uttered by vendors. Firstly, I select \textit{Pasar Brayan, Medan} because it is a well-populated area in the town. It has a strategic location that is, on \textit{Jalan Pertempuran, Pulo Brayan, Medan}. Besides, this location is near with my house so, it will be easier to control and hear vendors’ utterances in offering their merchandise easily.
Secondly, I find out the sample of population. Population is a large number of groups which we want to know. The part of population which can represent the whole population is called sample. I use Drawing Technique of Stratified Sample by Manasse Malo (1985: 158) that is a technique which use some steps to present the variety of sample. Through this technique, the drawing of sample will be clearer in representing the whole population.

Drawing Technique of Stratified Sample has some step, that is:

Step I : Arrange the sampling sketch based on its population, that is based on the kinds of merchandise which they sell:

- Suit vendors : 30 vendors
- Snack vendors : 30 vendors
- Fruits vendors : 20 vendors
- Cigarettes vendors : 10 vendors
- Newspapers vendors : 10 vendors

Total population : 100 vendors

Step II : From the sampling sketch above, then I draw 20 samples as follows:

- Suit vendors : \( \frac{30}{100} \times 20 = 6 \) vendors
- Snack vendors : \( \frac{30}{100} \times 20 = 6 \) vendors
- Fruits vendors : \( \frac{20}{100} \times 20 = 4 \) vendors
- Cigarettes vendors : \( \frac{10}{100} \times 20 = 2 \) vendors
Then, I write and use tape-recorder as my instrument to record their utterances secretly in getting the data. My duration in getting the data is two times in a week for two months.

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Next, to make the data to be easier to be processed, I transcribe the data in written data in order to get clearer explanation about verbal offers.

Finally, the data analysis will be analyzed relates to Gricean maxims and then I draw some conclusion based on the result of the analysis.

1.7 Review of Related Literature

In supporting the idea of the analysis, I do not only create my opinion to accomplish the analysis, but also use and read some books relevant to the topic.

Cutting (2002: 14) has pointed out that “Pragmatics emerges as an independent field of the study primarily because Semantics frequently fails to provide sufficient explanations with regard to meaning. While Semantics caters for the literal meaning of an expression, it does not take the context in which it is uttered into account.”

Thomas (1995:20) also adds,

“Pragmatics, on the contrary, recognizes the importance of context, and thus can reveal the meaning underlying a certain utterances. To construct the appropriate meaning in an exchange, the speakers and the hearers need to negotiate it, taking physical, social, and linguistics context as well as the meaning potential of the utterances into consideration.”

Context could be defined as parts of utterances next to, or near a linguistic unit which is the focus attention; also called environment. So, this theory shows the role of context to reveal the meaning underlying a certain utterance that the context in this analysis is the market situation, and the focus is the verbal offers by vendors.
Aitchison (1995:28) underlines that in a narrow sense, pragmatics concerns with how listeners arrive at the intended meaning of the speakers, whereas in the broadest sense it deals with the general principles followed by human being when they are communicating with one another.

Yule (1996:25) is not much different from Aitchison’s theory, who states the word principles implies regularity exists in the use of the language communication, and this regularity derives from the fact that people are members of social groups and follow general patterns of behavior expected within the group.

Grice (1989:29) proposed clearer understanding about the four maxims in his Cooperative Principles as follows:

1. Maxim of Quantity
   a. Make your contribution as informative as is required (for the current purpose of the exchange).
   b. Do not make your contribution more informative than is required.

2. Maxim of Quality
   a. Do not say what you believe to be false.
   b. Do not say that for which you lack adequate evidence.

3. Maxim of Relation
   a. Be relevant.

4. Maxim of Manner
   a. Avoid obscurity of expression.
   b. Avoid ambiguity.
c. Be brief (avoid unnecessary prolixity).

d. Be orderly.