CHAPTER I

INTRODUCTION

1.1 Background of the Study

Brown & Yule (in Kusumarasdyati 1984:1) states that language has been proposed as a mean of communication basically serves two functions, namely transactional and interactional functions. When language is used to transmit content or information, it is mainly transactional in nature. Conversely, it fulfils interactional function if it is spoken to establish or maintain social relationships. However, spoken language contains large number of lexical items, which are mainly interactional.

John Lyons and Hall (1981: 5, 158) state that language is a system of arbitrary vocal symbols by means of which a social group so-operates. It is institution whereby humans communicate and interact with each other by means of habitually used oral auditory arbitrary symbols.

This concurs with the phenomenon examined in the present paper, namely the language-conveying offer as spoken by the clothes sellers in Pasar Petisah. Thus, it is obvious that the sellers attempt to establish a good social relationship with the costumers. To serve this function well, some of the clothes sellers make excellent use of their creativity to invent verbal offers of offer such that these expressions deserve a deeper analysis to reveal their pragmatic meanings.

This paper attempts to analyze verbal offers used by the clothes sellers in Pasar Petisah Medan. Verbal offer is one of oral communication, which has
transactional function and later it has interactional function. I am interested to analyze the verbal offers used by these sellers in Pasar Petisah because the writer had ever been in Pasar Petisah and felt interested with the expressions they used in offering their goods. They give information about what they are selling (transactional function) and to observe the act of clothes sellers in attracting the intention of the customers so that an act of purchasing will expectedly follow from the verbal offers. Thus, it is obvious that the clothes sellers try to establish a good social relationship with the customers (interactional function). In general, the clothes sellers could be considered conforming to the cooperative principle in offering their clothes to the hearer or the customer.

Pasar Petisah is a middle market in Medan city, located about 5 km from the central of Medan city. People usually come to Pasar Petisah because they want to buy some goods, such as furniture, food, cloth, and other goods. In doing the transaction of trades in this market, the sellers usually used language or verbal to offer the goods they sell to attract the customers’ intention.

To find out whether verbal offers or language used as transactional communication comply with the pragmatic principle or not, I used Cooperative Principle proposed by Grice (1989: 26). He believes that people can communicate effectively because they are helpful to one another, so he formulates the Cooperative Principle that reads “Make your conversational contribution such as is required, at the stage at which it occurs, the accepted purpose or direction of the talk exchange in which you are engage”.

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Here are some examples of verbal offers taken from a clothes seller in Pasar Petisah Medan: Belanja Ya! and Carik Apa Ya

The examples above was pronounced /blanja/ /yɑ/ and /carik/ /apɑ/ /yɑ/, the Indonesian words meaning do you want to shop and looking for something?. These two examples of verbal offers have obeyed the four maxims proposed by Grice (1989: 26). By saying ‘Belanja Ya? and Carik Apa Ya ’ they gave sufficient, relevant information to the customers about what they sell (maxim of quantity or relation), even though it was just one or two brief, unambiguous words (maxim of manner).

Many other verbal offers of clothes sellers in Pasar Petisah Medan will be analyzed in the next chapter.

1.2 Problem of the Study

Based on the background of study presented above, research problems are formulated as the following:

1. What verbal offers do the clothes sellers in Pasar Petisah use to offer clothes?
2. Do these verbal offers obey the rules of the Grecian cooperative principle and its four maxims?

1.3 Objective of the Study

The objective of this study is to find the verbal offers used by clothes sellers to offer the goods they sell and to see whether the verbal offers obey the rules of Gricean cooperative principle and its four maxims or not.
1.4 Scope of the Study

The scope of this study is the verbal offers used by clothes sellers in Pasar Petisah Medan whether they obey the rules of the Gricean cooperative principle and its four maxims, such as maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

1.5 Significance of the Study

a. To give adequate information to the readers or the sellers to understand the sellers to offer the goods they sell on verbal offers used by clothes sellers.

b. The finding are also expected to be useful for other writers or readers who wants to conduct further analysis about verbal offers used by clothes sellers.