

**LOCUTIONARY AND ILLOCUTIONARY ACTS OF DAILY
TRANSACTIONAL COMMUNICATION BETWEEN
BUYERS AND SELLERS IN PULO BRAYAN'S
TRADITIONAL MARKET**

SKRIPSI

*Submitted In Partial Fulfillment of the Requirements
For the Degree of Sarjana Pendidikan (S.Pd.)
English Education Program*

By

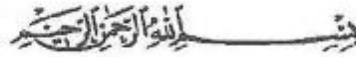
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**THE FACULTY OF TEACHERS' TRAINING AND EDUCATION
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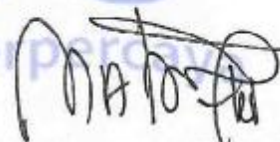

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ABSTRACT

Nurhasana. 1502050203. “Locutionary and Illocutionary Acts of Daily Transactional Communication Between Buyers and Sellers in Pulo Brayan’s Traditional Market”. Skripsi. English Education Program of Faculty of Teacher’s Training and Education, University of Muhammadiyah Sumatera Utara.2019.

This study deals with locutionary and illocutionary acts in the Traditional Market. It was aimed to analyze the types of locutionary and types of illocutionary act used by buyers and sellers. This study was conducted by using descriptive qualitative research. The subject of data was daily transactional communication in Pulo Brayan’s Traditional Market. Data were analyzed using descriptive analysis technique, by describing the types of locutionary and illocutionary acts. The result showed that there were 3 concepts of locutionary act used by buyers and sellers namely: statement form it consist of 11 findings, question form there were 15 findings, and for imperative 4 findings. Meanwhile, the types of illocutionary namely: representative 13 findings, directives 11 findings, commissive 5 findings and expressive 5 findings, declarative not found in this research. It can be concluded that question form was dominantly used in locutionary and representative was dominantly used in illocutionary by buyers and sellers in Traditional Market.

Keywords: locutionary, illocutionary, buyers, sellers, traditional market.

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Hopefully, this thesis will be useful for the readers, especially for the students of English Department of FKIP UMSU. Also the researcher realizes that her thesis is still far from being perfect in spite of the fact she has done her best completing this work. Therefore, constructive criticism, comments, suggestions are welcomed for further improvement of this thesis.

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TABLE OF CONTENTS

ABSTRACT.....	i
ACKNOWLEDGMENTS	ii
TABLE OF CONTENT.....	v
LIST OF TABLE	vii
LIST OF APPENDIX	viii
CHAPTER I INTRODUCTION	1
A. The Background of The Study.....	1
B. The Identification of The problem.....	4
C. The Scope and Limitation.....	5
D. The Formulation of The Problem	5
E. The Objective of The Study.....	6
F. Significance of The Study.....	6
CHAPTER II THE REVIEW OF RELATED LITERATURE	7
A. Theoretical Framework.....	7
1. Pragmatic	7
2. Specch Act.....	10
3. The Classifications of Speech Act	12
a. Locutionary Act.....	12
b. Illocutionary Act	13
c. Perlocutionary Act.....	18
4. Transactional Communication.....	18
5. Traditional Market.....	19
B. Relevant Study.....	20
C. Conceptual Framework.....	21
CHAPTER III RESEARCH METHOD.....	23
A. Research Design	23
B. Source of Data	23

C. Location	24
D. Technique of Collecting Data	24
a. Observation	24
b. Field notes.....	24
c. Record	25
E. The Technique of Analyzing Data.....	26
a. Data Reduction	26
b. Data Display	27
c. Conclusion, Drawing, Verifying	27
CHAPTER IV DATA ANALYSIS AND RESEARCH FINDINGS	28
A. Data Analysis.....	28
B. Research Findings and Discussion	43
CHAPTER V CONCLUSION AND SUGGESTION.....	45
A. Conclusion	45
B. Suggestion.....	45
REFERENCES	
APPENDIXES	

LIST OF TABLE

Table 3.1 the data sheet of the findings	25
Table 4.1 Locutionary acts founds in daily transactional communication between buyers and sellers in Pulo Brayan's Traditional Market.....	43
Table 4.2 Illocutionary acts founds in daily transactional communication between buyers and sellers in Pulo Brayan's Traditional Market.....	43

LIST OF APENDIXES

- Appendix 1 The findings of Locutionary acts found in daily transactional communication between buyers and sellers in pulo brayan's traditional market.
- Appendix 2 The findings of Illocutionary acts found in daily transactional communication between buyers and sellers in pulo brayan's traditional market.
- Appendix 3 Transcript the dialogue between buyers and sellers.
- Appendix 4 Research documentation.
- Appendix 5 Form K-1 Permohonan Persetujuan Judul Skripsi.
- Appendix 6 Form K-2 Permohonan Persetujuan Dosen pembimbing Skripsi
- Appendix 7 Form K-3 Pengesahan Proyek Proposal dan Dosen Pembimbing.
- Appendix 8 Berita Acara Bimbingan Proposal.
- Appendix 9 Lembar Pengesahan Proposal.
- Appendix 10 Lembar Pengesahan Hasil Seminar Proposal.
- Appendix 11 Surat Pernyataan.
- Appendix 12 Surat Izin Riset.
- Appendix 13 Surat Keterangan Telah Melaksanakan Riset.
- Appendix 14 Berita Acara Bimbingan Skripsi.
- Appendix 15 Lembar Pengesahan Skripsi
- Appendix 16 Curriculum Vitae

CHAPTER I

INTRODUCTION

A. Background of The Study

Language is indeed very important for humans to carry out all kinds of activities. Language is a communication tool used humans from birth to present. Language has a very important role in expressing the ideas of the mind, both in oral and written form. When someone expresses ideas that need to be considered not only language but also understanding. There is an understanding of intent and the purposes will be conveyed clearly. The role of language in life is very vital in individual and groups life because in general language functioned as a communication tool used by group members certain communities in working together, and interacting. Language variations along with the norms that are in accordance with their use. In the use of language there is a difference between the standard and non-standard variety, for formal situation and informal situations. The same true for languages used by buyers and sellers at the traditional market in Pulo Brayan Medan can be categorized in informal situation. The language used by buyers and sellers in Pub Brayan traditional market is generally a common regional language used in a region. In general people around use Indonesian if speakers or partners said communicating using Indonesian, and sometimes used Javanese and Minangnese if the speakers or partners communicating using Javanese or Minangnese, because in this market there are various ethnic, such as Minangnese, Javanese, and Bataknese, buyers and sellers also come from various

differences social and background, economic and culture.

Buyers and sellers use language as communication tool can be called speech act. Both of them use the language to get the agreement, and to achieve the particular purpose and meaning. A speech produced by a speaker must have a purpose and function. According to Austin (1962) "speech act is everything which we do at the time of conversing or set of discussion verbal owning function". Speech acts are divided into locutionary, illocutionary, perlocutionary acts. In speech act there are contain locutionary and illocutionary act is use by buyer and seller at the market when they do transactional communication. Transactional communication is the exchange of messages between two or more people to send or receive message the word transaction refers to the process of exchange in a relationship, such as for persuading or bargaining. Buyer are everyone who uses goods or services, while sellers is a person who sells something. The seller wants to try to persuade the buyer in order to buy the products. In the other hand, buyers will try to know the price of the products to buy they want. Both of them sometimes do questioning, offering, complaining, persuading or asking, this also part of locutionary and illocutionary act.

This research is motivated by the interest of researcher the occurrence of price bargains and offers of merchandise made by seller to buyer. In dealing with sellers and buyers, they tend to make language adjustments. Through language also the sellers and buyers influence each other to benefit from each of the parties involved. sellers want to persuade buyers to buy their products at high price but buyers want to buy product at low price. When they doing buying and selling

transactions there are different utterances between buyers and sellers, sometimes both of them not polite in speaking, there are also interlocutors who do not understand the meaning, intent and purpose of the speaker.

Based on the pre-observation at Pulo Brayan's Traditional market, the researcher found a fact of locutionary and illocutionary act. There is an example of locutionary and illocutionary act that happen between buyer and seller at Pulo Brayan's Traditional Market.

- Seller : Cari sepatu model gimana?
“what kind of shoes are you looking for?”
- Buyer : Tolong ambilkan sepatu yang itu kak, ada berapa warna?
“please get me those shoes, do you have any color?”
- Seller : Ada tiga warna, dongker, peach. dan hitam
“there are three colors, navy, peach and black”
- Buyer : Harganya berapa?
“how much is it?”
- Seller : Ina Rp.230.000, bisa ditawar, kamu bisanya berapa?
“it is Rp.230.000 how much do you have in mind?”
- Buyer : Mahal ya, saya kira Rp. 100.000
“that's too expensive, I was thinking about Rp.100.000”
- Seller : Belum bisa dek segitu harga pas Rp. 130.000
“Rp.130.000 is the last offer”
- Buyer : Udah harga pas ya kak, ya udah saya mau
“is the price fixed? Ok, I want this one”
- Seller : Mau warna apa?
“What color would you like?”
- Buyer : Saya mau coba warna hitam dan peach, ukuran 36 ada kan?
“Let me try black and peach, do you have size 36”
- Seller : ada, ini dia
“of course, here you go”
- Buyer : ya udah, hitam aja kak
“ok, / will take black color”
- Seller : ok, ini sepatunya makasih ya udah belanja disini
“Ok, here your shoes, thank you for shopping here”

From the conversation, the researcher can analyze the sentence "*there are three colors, navy, peach and black*)" this sentence is a locutionary act, Seller give the information about the color of shoes. The expression "*that's too expensive, I was thinking about Rp.100.000*" is a requesting. Buyer asks the consideration of the seller about the price of bargain of the prices. This sentence is part of illocutionary acts, and the type of illocutionary act is directive.

In this study, researcher chose the market as the object of research. The market is a gathering place for sellers and buyers to make buying and selling interactions. The researcher chooses brayan traditional market because the location of the Brayan market area is very strategic, besides being located in the middle of the city so that it is close to community, in this market there are various ethnic, such as Minangnese, Javanese, and Bataknese, buyers and sellers also come from various differences social and background, economic and culture. So, the differences between buyer and seller, these influence locutionary and illocutionary act.

B. The Identification of the Problem

Based on the background previously states, the researcher performed an identification of the problem as follows:

1. The kinds of speech act used by buyers and sellers in Pulo Brayan traditional market.
2. The types of locutionary act used by buyers and sellers in Pulo Brayan traditional market.

3. The types of illocutionary act used by buyers and sellers in Pulo Brayan traditional market.
4. Lack of politeness in speech acts by buyers and sellers when buying and selling transactions.
5. Lack of understanding of buyers and sellers of the meaning of speech acts performed when buying and selling transactions.

C. Scope and Limitation

The scope of the study was based on pragmatics theory about speech acts that the research focuses on the locutionary and illocutionary acts which is appears within the daily transactional communication between buyer and seller in Polo Brayan's Traditional market. The data were taken from the utterances between buyer and seller in daily transactional communication.

D. The Formulation of the Problem

Related on the limitation of the study, the formulation of the study as follows:

1. What are the types of locutionary act used by buyers and sellers in Pulo Brayan's traditional market?
2. What are the types of illocutionary act used by buyers and sellers in Pulo Brayan's traditional market?

E. The Objectives of the Study

Related to the problem of study formulated above, the objectives of the study are as follow:

1. To analyze the types of locutionary act used by buyers and sellers in Pulo Brayan's traditional market.
2. To analyze the types of illocutionary act used by buyers and sellers in Pulo Brayan's traditional market.

F. Significant of the Study

The significant of the study was expected to give contributed:

1. Theoretically

Theoretically, the findings of study were expected to give a contribution to explore the knowledge of speech act theory especially locutionary and illocutionary acts. The researcher hopes that the readers will understand about theory of speech acts when they read this research in order to get the additional knowledge of it.

2. Practically

This research was expected to be able to contribute some benefits to the researcher, and other researchers.

- a. For the researcher, it can know more the types of illocutionary acts used by buyers and sellers utterance in daily transactional communication.
- b. For the other researcher, it can be used as the references for those who want to study about the types of illocutionary acts and it could be useful as an additional knowledge in pragmatics.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

In the theoretical framework, some of important terms used in the study have to be clear in order to avoid misunderstanding. So, the readers and the researcher must have some perception on the concept of this study.

1. Pragmatic

When people hear an utterance, they do not only try to understand to the single word or sentence uttered but also try to understand the meaning of what speaker said. Pragmatics is a branch of grammar which is closely related to the context of speech act. To understand the meaning, the speaker needs to pay attention via context in order that the communication run well. Semantic and pragmatic are linguistic study which discusses about meaning. Both of them concern at language but in different way. Semantics is the study of meaning in language Hurford (2007: 01). Semantics is study of word meaning and an attempt to explicate the knowledge of any speaker of a language which allows that speaker to communicate facts, feelings, intentions and products of the imagination to other speakers and to understand what they communicate to him or her. Semantic is a branch of linguistics dealing with the meaning of words, phrases and sentences.

Pragmatic definition has been delivered by many linguists. Some understanding of pragmatics will convey to this section in order to get a clear

picture of what exactly meant with pragmatics. Pragmatic is the study of utterance meaning, semantic is the study of sentence meaning and word meaning Griffith (2006: 19). Pragmatics may be roughly defined as the study of language use in context as compared with semantics, which is the study of literal meaning independent as context Birner (2013: 2). Pragmatics it does not analyze the intended speaker meaning or what words denote on a given occasion, but the objective, conventional meaning.

The term of pragmatic according to Yule (1996: 3)

- 1) Pragmatics is the study of speaker meaning, it concerned with the study of meaning as communicated by a speaker or the writer and interpreted by a listener or a reader.
- 2) Pragmatics is the study of contextual meaning. This type of study necessarily involved the interpretation of what people mean in particular context and how the context influences what is said.
- 3) Pragmatics is the study of how more gets communicated than said. this approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated.
- 4) Pragmatics is the study of the expression of relative distance. On the assumption of how close or distant the listener is speakers determine how needs to be said.

From the definition above, it can be seen that the scope of pragmatic studies is so extensive, but the pragmatic study unit is not only about word or sentence, but also about a speech act. In addition, pragmatics is the study of how we recognize what is meant even when it is not actually said or written. Furthermore, Griffiths (2006: 132) pragmatics is the study of how senders and addressees, in acts of communication, rely on context to elaborate on literal meaning.

In this case Levinson (1983) define pragmatics in some definition:

- 1) Pragmatic is the study of the relationship between languages and context that are basic to an account of language understanding, This understanding show that to understand the meaning of the language of a speaker it is not only know the meaning of words and grammatical relationships between words but also make a conclusion that will connect what is said, what assumed, or what said before.
- 2) Pragmatic is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language.
- 3) Pragmatic is the study of all those aspects of meaning not captured in a semantic theory.
- 4) Pragmatic is the study of the ability of language user to pair sentences with the contexts in which they would be appropriate, this understanding emphasizes the importance of conformity between sentences spoken by language users with the context of the speech.

5) Pragmatic is the study of deixis (at least in part), implicature, presupposition, speech acts and aspects of discourse structure.

From the statement above, generally, the definition of pragmatics cannot be separated from language and context. It can be concluded that pragmatics is the study of the use of linguistic sign, words and sentences, in actual situation based on context so that the communication can run well.

2. Speech Act

Speech acts theory is subfield of pragmatics, this area of study is concerned with ways in which words can be used not only to carry out actions. Yule (1996: 47) define “Actions performed via utterances are generally called speech acts, and in English, are commonly given more specific labels, such as apology, complaint, compliment, invitation, promise, or request”. Another definition comes from Austin (1962:126) “speech act is a theory of performative language, in which to say something is to do something”. That means when someone want to do something he/she might say something, when someone is uttering something it is not just an utterance, at the same time there is an act that has been performed. Speech act is an action that performed utterance. Mey (2001: 93) stated that “speech acts are produced not in the solitary philosopher's think-tank, but in actual situations of language use, by people having something in mind, such as a production naturally presupposes a producer and consumer human agents”. The language we use in particular the speech acts we utter, are entirely dependent on thy context of the situation in which such acts are produced. Based

on statement above, we can utter such as requests, questions, promises, orders, give thanks, offers, apologies, and so on.

Based on some definition about speech act above, it is clearly explained that speech acts are the main part of daily communication, and the simplest unit of human communication is the performance of certain kinds of act, such as creating statement, giving question, making orders, describing something, refusing something, from the speakers to listeners. The actions in those utterances can be classified into three classifications of speech act, they are: locutionary, illocutionary, and perlocutionary act.

There are three classifications in uttering the speech act. Austin (1995:109) classified the three levels of action beyond the act of utterance. Then he classified the three levels of act began with the effects those words have on an audience. They are locutionary, illocutionary, and perlocutionary act. Austin illustrates the distinction between these kinds of acts with the (now politically incorrect) example of saying "Shoot her!" which he trisects as follow:

1. Act (A) or Locution

He said to me "Shoot her!" meaning by *shoot* "shoot" and referring by her to "her".

2. Act (3) or Illocution

He urged (or advised, ordered) me to shoot her.

3. Act (C) or Perlocution

He persuaded me to shoot her.

3. The Classifications of Speech Act

Austin substituted a three-way contrast among the kinds of acts that are performed when language is put to use, namely distinction between locutionary, illocutionary, perlocutionary acts.

a) Locutionary Act

Locutionary Act namely the act of saying something in words and sentences in accordance with the meaning in the dictionary and according to syntactic rules. This speech act is often referred to as The Act of Saying Something. Meanwhile Illocutionary speech acts, namely speech acts that contain intentions relating to who speaks to whom, when, and where the speech act is carried out, etc.

We need the level of locutionary acts, acts of saying something. This is the basic acts of the utterance, of producing a meaningful linguistic expression. According to Austin in Horn (1996: 54) “Locutionary acts are acts of speaking, acts involved in the construction of speech, such as uttering sounds or making certain marks, using particular words and using them in conformity with the grammatical rules of particular language and with certain senses and certain references as determined by the rules of the language from which they are drawn. Locutionary act is the action of making a meaningful utterance”. Another definition comes from Yule (1996:48) “locutionary acts is kind of act as the basic act of utterances of producing a meaningful linguistic expression”. In line with Yule, (2002: 16) defines “locutionary act as what is said the form of the words uttered”. There are three patterns of locutionary act according to which English

sentences are constructed. This act is much related to the hearer, if the hearer fails to understand what the speaker is saying then the speaker has failed to do a locutionary act.

When someone produce the utterance, that utterance is called locutionary act. Austin defers a locutionary acts as the act of using words, as belonging to a certain vocabulary and as conforming to a curtain grammar with a certain more or less definite sense and reference. they are declarative if it tells something, imperative if it gives an order and interrogative if it asks a question. Locutionary acts by the definition have meaning, such as providing information, asking questions, describing something. For example: *I'm cold* the locutionary act here is to predicate coldness of myself. The locutionary act is the act of expressing the basic, literal meanings of the words chosen Riemer (2010:109). Other example, in uttering the word *you will get your hands blown off* a speaker performs the locutionary acts of stating that the hearer will get their hands blown off. Locutionary act also can be called speaker's utterance.

b) Illocutionary Act

Illocutionary act an utterance is produced with some function in mind. Illocutionary acts are one of the three types of speech acts proposed by Austin which deal with the purpose, function, or force of utterances. This type of speech acts is generally said to be the central of speech acts and even said as the speech acts themselves (Yule, 1996: 49). An illocutionary act is a complete speech act, made in a typical utterance. (Yule, 1996: 48) states that “Illocutionary act was performed via the communicative force of an utterance”. Someone might utter to

make statement, an offer an explanation, or for some other communicative purpose. This mean, in every utterance that we produced it is also another act that performed inside the utterance. According to Hurford (2007: 273) said that “the illocutionary act carried out by a speaker making an utterance is the act viewed in terms of the utterances significance within a conventional system of social interaction”. One way to think about the illocutionary act is that it reflects the intention of the speaker in making the utterance in the first place.

From the definitions above, it can be concluded that illocutionary act is the action of a speaker through the utterance which has an illocutionary force. According to Nunan (1993:65) “forces are the characteristics that differentiate speech acts from one another”. Forces are mainly about the different ways the content propositions are involved in speech acts. Some examples of forces are pronouncing, stating, commanding, thanking, and promising. Those forces are the functional intentions of speaker when performing an utterance. For example: *"You will get your hands blown off"* This statement performed illocutionary act of directive. The utterance has illocutionary force of a warning, thanking, congratulating, and advising. In that statement performed illocutionary force of warning. Illocutionary act is performed via the communicative force of an utterance.

Yule's classifications fives of illocutionary acts including their illocutionary force (1996: 53-55).

a. Representatives

Representatives are illocutionary acts that state what speakers believe to be factual (true) or not (false). Yule (1996: 53) defined “representatives as the acts what the speaker believes or not, like statements of fact, assertions, conclusions and descriptions”. The representative function speakers used language to tell what they know or believe. Representative language is concerned with facts. The purpose is to inform. Therefore, this speech act describes states or events in the world such as stating a fact, stating opinion, joke, questioning, assertion, conclude, describe, call, classify, identify, claim, predict and boast. For examples:

(1) August 17, 1945 was Indonesia's independence

(2) Eiffel tower is located in Paris

The two examples represent the world's events as what the speaker believes. Example (1) the speaker asserts that he/she believed that August 17, 1945 was Indonesia's independence. Then, in example (2) implies the speaker's state that Eiffel tower is located in Paris.

b. Directive

According to Yule (1996: 54) “directive are kinds of speech acts that speakers use to get someone else to do something”. They express what the speaker wants, such as express of commands, orders, requests, suggestions. in addition, Leech (2015: 327) directive expressed ask, beg, bid, demand, command, forbid, recommend, request. Directive expressed what the speaker wants. So, the point of directives is to get someone to do what the speakers wants. Directive is illocutionary acts that the speakers used to get something done by the hearers. They expressed ordering, requesting, demanding, begging, commanding, inviting,

praying, permitting, begging, asking, advising, and challenging. The examples of directive are shown below:

- (3) *Do not go there!*
- (4) *Could you buy me a drink, please?*
- (5) *Would you like to join our team?*
- (6) *Do not go to the party!*

Example (3) shows that the speaker gives command to get the hearer acts what the speaker wants. Meanwhile, in example (4), in the form of interrogative, the speaker has an intention to perform a request that has a function to get the hearer to do what speaker want, it is to buy drinks for his/her. In example (5), in the form of interrogative, the speaker has an intention to perform a request that has a function to get the hearer to do what speaker want, it is to join in team. Example (6), is the forbidding, the speaker forbid the speaker to do what he or she wants, it is do not go to the party!

c. Commissive

Yule (1996: 53) states that “commissive is a kind of speech acts that the speakers use to commit themselves to do some future actions”. Commissive express what the speaker intends, such as, promises, threats, refusal, pledges. Leech (2015: 327) commissive expressed, offer, promise, swear, volunteer and vow. In conclusion, Commissive refers to a speech acts that commits the speaker to do something in the future such as promising, offering, swearing to do something, etc. The examples of commissive are as follows:

- (7) *I will probably stay at home.*
- (8) *I will eat an apple.*
- (9) *I promise to buy you ice cream.*

The content of the commissive has something to do with a future and possible action of the speaker. The modal „will" or to be „going to" in certain rules, contexts, and situation signifies a promise in which it will in the future. Therefore, these examples are considered as commissive.

d. Expressive

Expressive are those kinds of speech acts that stated what the speaker feels. They express psychological states and can be statements of pleasure, pain, likes, dislikes, joy, or sorrow Yule (1996: 53). Searle (1979) “expressive for example thanking, condoling, congratulating, and apologizing, are used to express a psychological state”. Expressive an illocutionary act that express the mental state of the speaker about an event presumed to be true. Leech (2015: 328) expressive expressed apologize, commiserate, congratulate, pardon, thank. The examples of expressive are:

(10) *I like ice cream.*

(11) *I'm really sorry.*

Example (9) is an expression of likes

example (10) is an expression of apologizing.

e. Declaration

Declaration refers to a speech act which changes the state of affairs in the world such as pronouncing, declaring, resigning, sentencing, appointing, firing and christening. According to Yule (1996: 53) “declarative is a kind of speech acts that change the world via the words (utterance)”. This is a very special category of speech acts. In order to perform a declaration appropriately, the speaker has to have a special institutional role in specific context that provides

rules for their use. The examples of declarative are as follows:

I now pronounce you husband and wife (declaring)

Utterance above can only be appropriate and successfully performed if it is said by the priest. Thus, the utterance has an effect in which it turns two singles into a married couple.

c) Perlocutionary Act

According to Austin in Horn (1996: 55) “perlocutionary acts consist in the production of effects upon the thought, feelings, or actions of the addressees, speaking or other parties such as causing people to refer to a certain ship”. Perlocutionary Act is the act of producing an effect in the hearer by means of the utterance. An utterance can cause the hearer to do something. In addition, perlocutionary act is an act to influence the hearer such as, embarrassing, intimidating, persuading, and so on. For example: if the speaker says "I bet you a dollar he'll win" and the hearer says "on", the speaker's illocutionary act of offering a bet has led to the hearer's perlocutionary act of accepting it.

4. Transactional Communication

Communication is an activity of delivering information, messages, ideas from person to another. Usually this communication activity is done verbally making it easier for both parties to understand each other. Communication is the interaction between two people to convey a messages or information.

Transaction is an activity carried out by an individual or organization and can changes to the assets or finances owned, either increasing or decreasing.

Transaction activities such as buying, selling, paying, employee salaries, and paying various other types of costs. Transactional communication is the exchange of messages between two people or more where each take turns to send or receive messages. Here, both sender and receiver are known as communicators and their role reverses each time in the communication process as both processes of sending and receiving occurs at the same time.

5. Traditional Market

Traditional market is an outdoors places, which process of buying and selling with bargaining process. The market is also basically a place where there are interactions between two people or more who share a goal. The market is usually composed for kiosks or outlets. Most traditional markets sell daily necessities such as, food, fruit, fish, vegetables, cloth, shoes. Buyers demand goods and services, sellers supply goods and services. The seller is defined as the person who makes a trade, sells goods that are not produced, to obtain a profit. Market exist when buyers and sellers interact a market exists when buyers and sellers exchange goods and services. Buyer is a person who get something through exchange or payment with money, while sellers is a person who sells something.

There are several special features regarding traditional markets, and features These include the following:

- a) There is a system of bargaining between sellers and buyers. Bargain bidding is one of the cultures formed in the market. This is what can establish social

relations between sellers and closer buyers.

- b) Business premises are diverse and integrated in the same location. Although all in the same location, merchandise for each seller selling different items. Apart from that there are also grouping of merchandise according to the type of merchandise such as fish, vegetable, fruit, seasoning and meat traders
- c) Most of the goods and services offered are made locally. Goods the merchandise sold in this traditional market is the produce of the earth produced by the area.

B. Relevant Study

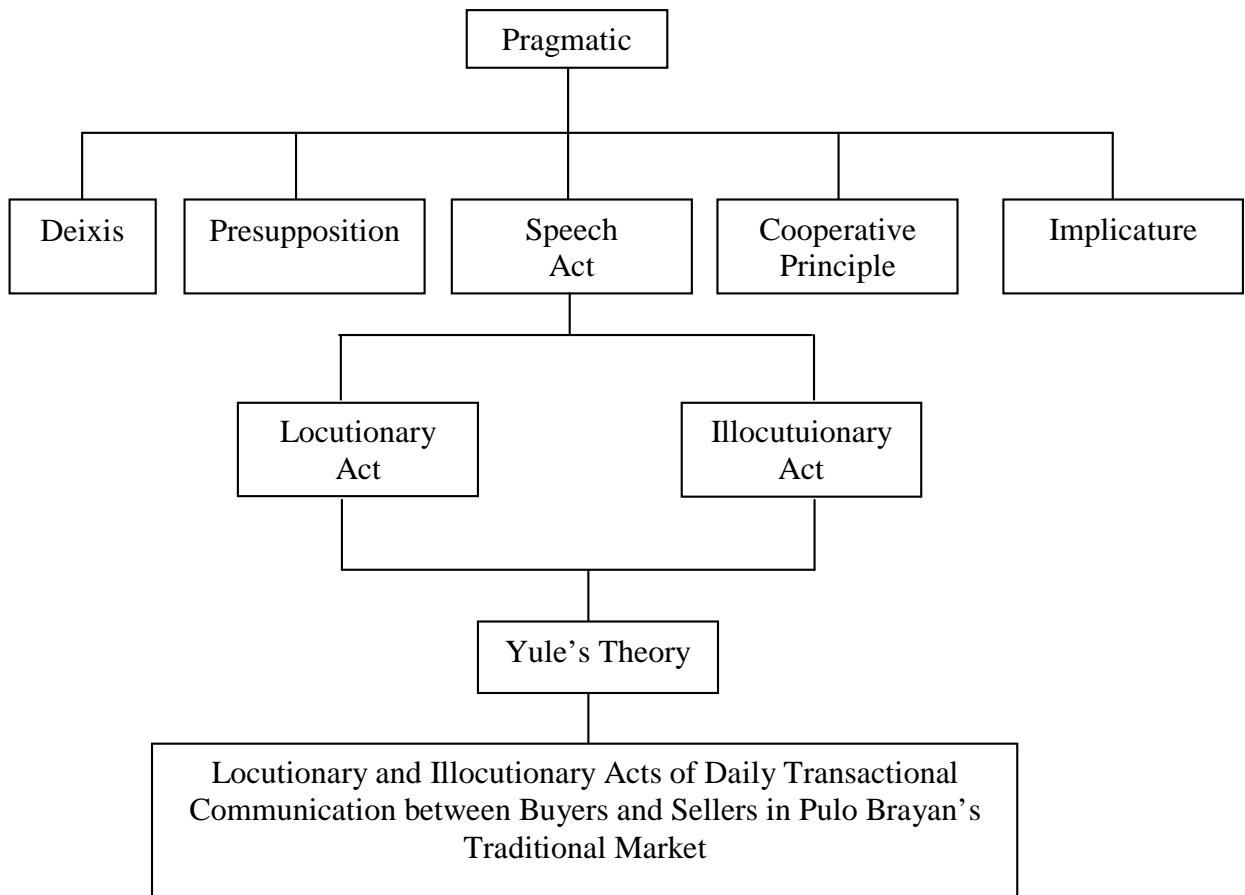
There are some relevant researches dealing with this research. First, the research done by Ririn Wulandari (2017) entitled *Illocutionary Acts in The Traditional Market Exchanges At Gambir Tembung*. Her research focused on the illocutionary acts and illocutionary function used by buyers and sellers at Gambir Tembung. As the result she found five types of illocutionary acts used by buyers and sellers.

Second, the study applied by Rahma Ni'matul Husna entitled *An Analysis of Illocutionary Acts Used by Lecturers in The Teaching and Learning Process on The Academic Speaking Class of The Third Semester of English Language Education of IAIN Surakarta in Academic Year 2018/2019*. This research focus on illocutionary acts used by lecturer in teaching and learning process, in her research she finds four types of illocutionary act used in teaching learning process.

Based on two previous researches above, it was seen that those have similarity and differences with this current research. The similarity is about the pragmatic field, while the difference was the classification of speech acts.

C. Conceptual Framework

This research shows the model of research in the form of chart to describe the relation between the topic, problem, theoretical framework, and the result of analysis observe the chart bellow:



This research applied Yule's theory to identify locutionary and the types of illocutionary acts. Then, it is applied to identify the dominant types of illocutionary used in daily transactional communication between buyers and sellers in Pulo Brayan traditional market. The theory of all experts found in the chart are used to support the being observed.

CHAPTER III

RESEARCH METHOD

A. Research Design

This research applied descriptive qualitative methods. According to Bogdab and Taylor in Moleong (2004: 3) stated that “in descriptive study, the data investigated by the researcher are in the form of oral or written words”. Qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects holistically, in a descriptive way in the form of words and languages, in a special context that is natural and utilizes various forms of natural methods. Qualitative method is method which is investigating object that cannot be measure with something related to exact sciences, and the data can be from interview, field notes, picture, audiotape, or the other documents. The researcher used descriptive qualitative method because it is method which is collecting information based on the fact and more detail, identifying problems, developing and interpret data.

B. Source of Data

Arikunto (2010) define “data source was subject where the data acquired”. Arikunto (2010) stated that “data sources of qualitative research were presented in spoken or written that accurate by the researcher”. The data in this research are the utterances that contain Locutionary and Illocutionary act from buyers and sellers. The source of data in this research all of buyers and seller utterances when buying and selling transactions in Pulo Brayan's traditional market.

C. Location

This research conducted in Pulo Brayan's Traditional Market Medan. The researcher chooses Brayan Traditional market because location of the Brayan market area is very strategic, besides being located in the middle of the city so that it is close to community and in this market there are various ethnic, such as Minangnese, Javanese, and Batakese, buyers and sellers.

D. Technique of Collecting Data

The researcher used several methods to collect the data in this research.

The methods of collecting data in this research are:

a. Observation

According to Mc Milan and Schumacher (2010), “observation was a way for the researcher to see and hear what is occurring naturally in the research site”. This method was considered as the effective way to collect the data about speech acts that use by buyers and sellers when buying and selling transaction. By observing the locutionary and illocutionary acts of the buyers and sellers, the researcher found the variant of locutionary and illocutionary acts that used by them during bargaining process. To got the data the researcher observed and listened used a blank sheet of paper, recording the utterances between buyers and sellers. The researcher observed in Pulo Brayan’s for 6 days.

b. Field notes

Field notes are used to write in detail, carefully, broadly and deeply from the results observations in the field The researcher collects the information of

locutionary and illocutionary acts that used by buyers and sellers in the form of hard written notes, including the utterances of buying and selling transaction.

c. Record

Recording is used as a tool to analyze interactions between buyers and sellers. The researcher records the process of buying and selling transactions using recorder in order to complete the transcript records of the notes. In this research, the step of collecting data are as follows:

1. The data will be analyzed by making field note and the researcher focuses on main problem of the research.
2. Recording the utterances between buyer and seller.
3. The researcher listened and transcript the data into the written form.
4. The researcher selected the data which contain locutionary and illocutionary acts and not contain from the conversation.
5. The last steps classifying the data by its types.

The data collected was recorded on the data sheet, the data sheet used by the researcher was presented in table 3.1:

Table 3.1 the data sheet of the findings

Code	Data	Context	Classification of locutionary or illocutionary acts	Mean

E. The technique of Analyzing Data

The data analysis of this research will be analyzed based on Miles Huberman (1992). there are three steps in analyzing the data, namely, data reduction, data display, drawing conclusion/verifying.

1. Data reduction

Data reduction are the first step in analyzing the data. According to Miles and Huberman (1994) “data reduction was concerned with the process of selecting, focusing, simplifying, reducing, and organizing the data that had been collected”. The researcher drew the data reduction by listening the audio recording of the buyer and seller utterance spoken in the market. Then, the researcher will write down the data. At this stage, the data that obtained will organized and the irrelevant data will discard. This will through the process of coding; the process of labeling and segmenting units of meaning to the descriptive or inferential information compiled during the study. The purpose to help the researcher in organizing and classifying the data. The process of coding as follow:

- a) The data was carefully read
- b) The data related to the objectives of the study was identified and selected
- c) Each datum was assigned by code. The code as followed:

T-1/B-1/S-1/date

Note:

T-1 : Number of transcript

B-1 : Number of speaking buyer

S-1 : Number of speaking seller

2. Data display

The second flow model of the activity of data analysis are data display. Data display will provide an organized, compressed assembly of information that allowed conclusion drawing. A display can be in the form of texts, graphs, diagrams, charts, matrices, or other graphical formats. In this study, the data will be presented in the form of fable and descriptions. By looking at display, it helped to understand what will he happen and doing something either analyzed further or took action based on that understand. The researcher classified and displayed the data about locutionary and types of illocutionary acts used by the buyer and seller based on Yule's theory.

3. Conclusion: drawing/verifying

The last step of the analyzing activity is the conclusion drawing and verification. Conclusion drawing involved moving back to consider what the analyzed data mean and to assess whether the data findings fit the objectives of the study. At this stage, the data that analyzed will read and re-read to develop the conclusions regarding the study. The conclusions, then, were verified by revisiting the data as many times as necessary. Verification is also enhanced by conducting peer checking and consultation with the supervisors.

CHAPTER IV

DATA ANALYSIS AND RESEARCH FINDINGS

The most important stage in research is the stage of data analysis that answers the questions contained in the formulation of the problem. In chapter IV there is an answer about the analysis of locutionary acts and illocutionary acts between sellers and buyers in Pulau Brayan traditional market. The systematic discussion of data in this chapter consists of two parts, namely data analysis, research findings and discussion.

A. Data Analysis

The data of the study were taken from the dialog between buyers and sellers in Pulo Brayan's traditional market. The researcher analyzed the data and classified the data into three types of locutionary acts and five types illocutionary acts. The researcher classified the data based on types of locutionary acts namely statement form, question form, and imperative form and illocutionary acts according to Yule (1996:53) namely representatives, directives, commissives, expressives, and declaratives. Result of this research found four classification of illocutionary acts. Representative speech acts consisted of refusing, stating a fact, assertion, conclusion, giving opinion. Commissive speech acts occurred in the forms of offering, refusing, promise, and swear. Directives acts prevailed is acts of requesting, demanding begging, inviting. Meanwhile, expressive speech acts happened through expressing thank, congratulate, apologize, pardon.

The procedure of buying and selling transaction are; (1) buyers looked for things to buy, (2) seller asked buyers what she need and suggested the buyers which is to buy, (3) buyers ask about the price, (4) buyers selected things to buy and bargained for the final price, and making the price deal, finally thanking. The utterances have been transcribed into dialogue listening the audio recorder carefully. Then the transcriptions of all the utterances. The researcher got the 15 dialogue to analyzed. Then researcher analyzed utterances which is consist locutionary and illocutionary acts.

After collecting the data, the researcher identified types of locutionary and illocutionary acts used by buyers and sellers in Pulo Brayan's traditional market. The analysis was done to answer the formulation of the problems namely what are the types of locutionary act used by buyers and sellers in Pulo Brayan's traditional market, what are the types of illocutionary act used by buyers and sellers in Pulo Brayan's traditional market.

Based on the objective of this research, the first is to analyze types of locutionary acts and illocutionary acts find between seller and buyer in Pulo Brayan's traditional market resulted as follows :

1. Locutionary Acts found in daily transactional communication between seller and buyer in Pulo Brayan's Traditional Market

Locutionary acts usually based on a fact or actual situation. In locutionary acts the information conveyed is true. This speech act does not contain the certain action or effect from the speech partner. The data included in the type of locutionary acts used in transactional communication between sellers of buyers in

Pulau Brayan Traditional Market amounted to 30 data from 15 recorded conversations. There were three kinds of illocutionary act used in daily transactional communication between buyers and sellers in Pulo Brayan's traditional market. The sample of data included in the description below:

a. Statement form (Declarative)

There were 11 utterances founds related on statement form.

1. Bag shop (Friday, 26 July 2019)

- Seller : cari apa pak?
"what are you looking for sir?"
- Buyer : cari tas ransel lah dek
"I'm looking for a backpack".
- Seller : sini pak. untuk kerja, jalan-jalan, apa sekolah?
"Right this way, sir. Is it for work, travelling or for school?"
- Buyer : Untuk Sekolah. Saya cari yang ada tempat laptopnya
"For school. I'm looking for the one that got a place for laptop inside"
- Seller : banyak nih pak modelnya. Ada yang cocok pak?
"We have these vast range of backpack for school. Is there anything that caught your eyes?"

From the sentence underlined above it was the seller's statement told the buyer that their shop sell kinds of backpack. Therefore it can be said that the purpose of statement form done by the buyer and seller in making transaction in the Pulo Brayan Traditional Market.

2. Shoes Shop (Monday, 30 July 2019)

- Buyer : ada merek ATT? untuk sekolah yang gak pake tali?
"Do you sell ATT shoes mam? For school? Without lace?"
- Seller : *ada, ini kak.*
"off course, here you are"
- Buyer : gini aja ya modelnya?
"just this model?"
- Seller : ini ada merek PRO ATT kak, lebih tahan, harganya Rp145.000

Buyer : *“we also sell PRO ATT shoes, more resistant. The price is 145 thousand rupiah.”*
 : Rp145.000? mahal kali, gak 75 ribu aja.
Rp145.000? it is so expensive, what about 75 thousand?

The sentence *“ini ada merek PRO ATT kak lebih tahan, harganya Rp145.000”* was a seller’s statement to inform the buyer that she has a more resistant brand and to inform about the price.

3. Shoes Shop (Tuesday 30 July 2019)

Buyer : Lihat - lihat dulu ya, boleh kan?
“can I take a look first?”
 Seller : iya masuk aja buk.
“yes, come in please”
 Seller : untuk umur berapa buk
“For what age mam?”
 Buyer : nanti bulan sebelas Lima tahun, ambilkan yang itulah dek yang ada gambar hello kitty
“5 years old, please take that hello kitty shoes”
 Seller : inilah ukuran 27 bisa untuk anak 5 tahun.
“this one, size 27 for 5 years old”
 Buyer : gak bisa besar kali ni, kakinya kecil.
“that’s too big. Her foots are small”.
 Seller : inilah segini 25 kalo kecil
“This one size 25 if her foots are small”.
 Buyer : nanti aja bawa anak nya, nanti gak muat jauh nukarnya.
“I will come again with the child, if not fit in size”.

The sentences underlined above was the buyer’s statement about her daughter fooks, and her statement about the size which is showed by seller was too big for her daughter.

b. Question form (interrogative)

There were 15 findings of question form in this research.

4. Shoes store (Tuesday, 30 July 2019)

Buyer : berapaan merek ando harganya?
“How much the price of ANDO shoes?”

Seller : 220ribu buk, bisa kurang.
 “220 thousand mam, can be negotiate”

The sentences underlined above show the buyer asks about the price to get information from the seller about the price of ANDO shoes.

5. Hawkers of vegetable Saturday, 27 July 2019

Buyer : wortelnya berapa sekilo?
 “how much one kilo of carrot sir”
 Seller : Rp3.000
 “three thousand rupiah”
 Buyer : kasihlah sekilo
 “give me a kilo”
 Seller : kol nya gak sekalian? Kacang Panjang juga ada ni, daun bawang?
 “Do you want cabbage? There are also long beans, leek?”
 Seller : daun bawang nya seribu aja.
 “give me a leek 1 thousand rupiah”

The sentence “*wortelnya berapa sekilo?*” show that the buyer asking the question to the seller about the price of carrot.

6. Clothes Shop (Monday, 29 July 2019)

Buyer : Ada celana Panjang untuk sekolah?
 “do you sell trousers for school?”
 Seller : warna apa? Biru apa abu – abu?
 “what color? Blue or grey?”
 Seller : ukuran berapa buk?
 “what size mam”?
 Buyer : 30 atau 31
 “30 or 31”
 Seller : untuk dia?
 “for him?”
 Buyer : iya
 “yes”

From the dialogue, the researcher can analyze the sentence underlined was a seller’s question to the buyer about the color.

c. Imperative form

The researcher got 4 imperative form in this research.

7. Clothes Shop (Monday, 29 July 2019)

- Buyer : cari celana panjang sd warna coklat
"I looking for Elementary school, but for Junior High school, a litte bit brown"
- Seller : untuk pramuka ya buk? untuk dia?
"for pramuka? For him?"
- Buyer : iya
"yes"
- Seller : masuk aja buk liat, nomor berapa?
"come in please and see, what number?"
- Buyer : ukuran 17 ada?
"do you have size 17?"
- Seller : celana Panjang kan? Coba aja dulu!
"trousers? Just try first!"

In the sentence "*coba aja dulu*" was a command sentence spoken by the seller so that the buyer responds to try the pants first.

8. Hawkers of vegetable (Saturday, 28 July 2019)

- Buyer : Buk, berapa kentangnya sekilo?
"how much is it for a kilo of potatoes mam?"
- Seller : Rp12.000 aja
"twelve thousand rupiah"
- Buyer : ah, gak bisa Rp10.000 aja sekilo, mahal kali.
"ah, can you give me Rp10.000 for a kilo, that's too expensive"
- Seller : ya semua serba mahal sekarang kak. Kentang emang naik kali harganya.
"everything is more expensive now, the price of potatoes gone up"
- Buyer : gak bisa kurang lagi? Saya mau ambil lima kilo, Rp50.000 ya
"can I get any discount? I will take five kilos, how about Rp50.000"
- Seller : Rp60.000 5 kilo kak, gak kurang lagi.
"Rp60.000 for five kilos, no discount".
- Seller : yaudah lah, kasih 5kilo, pilihkan yang bagus ya, jangan ada yang busuk!
"alright, choose the good one, I don't want anything"

Seller *rotten*”
 : tenang aja, ini kentangnya masih segar baru datang tadi
 pagi dari lading.
*“don’t worry, they are still fresh, came this morning from
 the plantation”*

In the sentence *“ya udah lah, kasih 5 kilo pilihkan yang bagus ya, jangan
 ada yang busuk”* Show the buyer’s utterance was an imperative sentence to
 choose the good potatoes.

2. Illocutionary Acts found in daily transactional communication between buyers and sellers in Pulo Brayan’s Traditional Market

There were four kinds of illocutionary acts found in this research namely,
 Representative (describing, stating a fact, stating an opinion, claiming,
 concluding), directive (requesting, demanding, begging, permitting,
 recommended, inviting), commissive (offering, promising, refusing) and
 expressive (apologize, pardon, expression of like, and thanking). Data included in
 the type of illocutionary acts used in transactional communication between
 buyers and sellers in Pulo Brayan’s Traditional market consist of 34 findings
 from 15 dialogue. In this study, 34 of these utterances were not all analyzed, but
 only a few data samples. The sample data including the types of illocutionary
 speech acts used in communication between sellers and buyers on Pulo Brayan
 Traditional Market are analyzed, the researcher describe in the description below.

a. Representative

According to Searle in Yule (1996:53), “representative shows the truth
 condition of the meaning of the utterance, they express fact, assertions,

conclusions, description”. In this research the researcher found the examples of this type are stating a fact, stating an opinion, concluding, describing, claiming, questioning. The representative of illocutionary found in this research were 13 utterances.

9. shoes shop (Friday, 26 July 2019)

- Buyer : warna apa aja?
“what colours do you have?”
- Seller : sebenarnya banyak warna, tapi udah abis buk, tinggal warna biru
“there were many colour actually, but already sold. Just this blue one left here”
- Buyer : yaudah, bungkus lah ini! jadi berapa semuanya?
“Okay, pack this one! So, how much all of it?”
- Seller : jadi semuanya seratus lima belas ribu yaa buk. Makasih banyak”
“the total price is 115 mam, thank you so much“
- Buyer : iya sama-sama, makasih ya
“you’re welcome, thank you”

From the sentence *“jadi semuanya seratus lima belas ribu ya buk, terima kasih”* the seller was concluding about the total of price. Therefore it can be said illocutionary act is representative.

10. Kids clothes shop (Friday, 26 July 2019)

- Buyer : ada baju tidur gambar hello kitty?
“I’m looking for a hello kitty pajama, do you have it?”
- Seller : size berapa kak?
“What size that you want?”
- Buyer : saya mau beli size paling kecil aja dek. untuk umur 2 tahun.
“i want to buy a smallest size, for two years old”.
- Seller : sini kak, ada tiga warna mau warna pink, orange, atau merah.
“here you go sis, there are three colors, do you want pink, orange, or red color”.
- Buyer : ini buat keponakan saya kak, bagus warna apa ya kak?
I want to buy for my niece, what is your recommendation?”
- Seller : menurutku pink lebih cantik kak.

- Buyer : *"I think pink is the best one"*
 : orange cantik juga ya? Ini lebih cerah kayaknya.
"how about orange? I see that this is a wonderful color"
- Seller : orange cantik juga sih, tapi kan kebanyakan anak cewek suka warna pink.

The sentence underlined was part of illocutionary act, and the type of illocutionary act was representative. In this condition seller give the opinion about a good color to buy.

11. Hawkers of vegetable (Saturday, 27 July 2019)

- Buyer : Buk, berapa kentangnya sekilo?
"how much is it for a kilo of potatoes mam?"
- Seller : Rp12.000 aja
"twelve thousand rupiah"
- Buyer : ah, gak bisa Rp10.000 aja sekilo, mahal kali.
"ah, can you give me Rp10.000 for a kilo, that's too expensive"
- Seller : ya semua serba mahal sekarang kak. Kentang emang naik kali harganya.
"everything is more expensive now, the price of potatoes gone up"
- Buyer : gak bisa kurang lagi? Saya mau ambil lima kilo, Rp50.000 ya
"can I get any discount? I will take five kilos, how about Rp50.000"

The sentence underlined above was representative because the meaning of the seller utterances was claiming that everything is more expensive now and the price of potatoes gone up.

b. Directive

Yule's (1996: 54) define directive as the express what the speaker wants. It means those types of speech acts state what the speaker said to get someone else to do something. Directives can be express in a form of commanding, warning, requesting, begging, challenging, suggesting. Type of directive illocutionary act

can be found in the bargaining situation between buyers and sellers often takes place in traditional markets. These negotiation activities between buyers and sellers often involve the use of directive illocutionary acts. Based on the findings there were 11 utterances found in this research. it can be seen in the event of negotiations to reach an agreement between buyer and seller as following:

12. Hawkers of Fruit, Tuesday 30 July 2019

Buyer	: berapa harganya kak? “ <i>How much is this price?</i> ”
Seller	: Rp15.000 aja “ <i>Rp15.000 thousand rupiah only</i> ”.
Buyer	: gak Rp10.000 “ <i>Can I get it for 10 thousand?</i> ”
Seller	: <u>Yang dikeranjang hitam kak harganya Rp10.000.</u> “ <i>That’s in the black basket is 10 thousand</i> ”.

In this sentence, the seller uses the type of illocutionary act, directive, because the seller shows the buyer the goods that can be obtained with the word "that". The situation in the conversation above when there was a negotiation event between a prospective buyer and seller of fruit in one of the special fruit stands of the Pulo Brayan traditional market. A seller suggest buyer to choose orange of lower quality if desired at a price of Rp 10.000 per kilogram. This can be known with the saying "*yang dikeranjang hitam kak, harganya Rp10.000*". Sentences in bold above are acts of directive illocutionary acts because they contain a suggestion that will have an effect on the buyer. The seller suggested to a buyer to choose a lower quality orange if she wanted it at Rp 10.000 per kilogram. suggestion, the seller hopes to have an effect on buyers who will choose lower quality orange at a price of Rp10.000 per kilogram. The seller's in the form of a suggestion aimed at giving effect to the buyer so that they choose a lower

quality orange at a price of Rp10.000 per kilogram, which is called the act of directive illocutionary acts.

13. Clothes shop (Sunday 28 July 2019)

Buyer : kalau aku mau ambil banyak bisa kurang kan?
"can I get discount if I buy more than one?"
 Seller : mau beli berapa rupanya?
"how many will you buy?"

From the sentence underlined above the seller has an intention to perform a request that has a function to get the seller to do what she want, it is to get discount. This sentence was directive, because the meaning of this sentence was requesting.

14. Clothes shop (Sunday 28 July 2019)

Seller : mau beli berapa rupanya?
"how many will you buy?"
 Buyer : "tiga, buat kerja buk, kasih lah buk, Rp100.000 pun pasti udah banyak tu untung ibuk.
"three, I need them for work, come on ma'am, surely with Rp100.000 a piece you will get big profit"
 Seller : yaudah, gini aja nah, ibuk potong Rp10.000 aja.
well, how about I give you discount Rp10.000

From the buyer utterances above, means the buyer begging to got a cheap price, the buyer want the seller to reduce the price, it was illocutionary act and the types of illocutionary act was directive.

15. Shoes shop (Tuesday, 30 July 2019)

Buyer : ukuran 38 atau 39 ada?
"do you have size 38 or 39?"
 Seller : warna ini mau? Harus coklat?
"Do you want this colour? must brown color?"
 Seller : ini coba tes!
"try this one!"

The seller's utterances based on the sentence underlined above shows that the seller gives command to get the seller acts, it was to try the shoes.

c. Commissive

In practice in the community, the use of illocutionary act is often done in daily transactional communication. The use of illocutionary speech acts is often used in various activities such as when negotiating or bargaining in buying and selling activities in a traditional market. Yule (1996: 53) states that "commissive expressed what the speaker intends". They are promises, threats, refusals, pledges. There were 5 utterances found in this research. Below is presented a sample and analysis of data regarding the commissive illocutionary acts conducted between buyer and seller at the negotiation event on Pulo Brayan Traditional Market. In this context below:

16. Clothes shop (Sunday 28 July 2019)

- Buyer : Rp310.000 ya buk tiga. Kasih kurang Rp20.000 aja.
"how about Rp320.000 for three shirts, give me discount Rp10.0000"
- Seller : hmm... yaudahlah, tapi janji ya kesini lagi belanjanya.
"hmmm... all right but promise me you will come back to shopping here again".
- Buyer : hahaha... kalau ibuk kasih murah nanti aku kesini aja belanjanya.
"hahaha.. If you give me discount, I will shopping in your shop again.

The sentences underlined above related to commissive illocutionary acts because in this sentence the modal will in certain context related to a promise in

which will in the future.

17. Shoes shop (Tuesday, 30 July 2019)

- Buyer : kak, yang ini ada warna coklat?
“sis, do you have brown color?”
- Seller : ada? Harganya mau? Rp75.000 harga pas.
“of course, the price is 75 thousand fixed price”.
- Buyer : gak kurang lagi? Masa 75ribu.
“no discount?”
- Seller : kalau sepatu karet obral buk memang harganya. Dia dipake gak sakit.
“fixed price for jelly shoes mam. This one comfortable to wear”.
- Buyer : ukuran 38 atau 39 ada?
“do you have size 38 or 39?”
- Seller : warna ini mau? Harus coklat?
“Do you want this colour? must brown color?”
- Seller : ini coba tes!
“try this one!”

The sentence underlined in dialogue above has the meaning the seller offering the other color to the seller to get the seller intends. This sentence was commissive.

18. Shoes store (Tuesday, 30 July 2019)

- Seller : gak ada warna coklat. Yang ada hitam.
“there is no a brown one. Just a black color”.
- Buyer : “yaudah, maaf ya kak. mau cari warna coklat dulu. Nanti kalo gak ada saya balik kesini lagi ya kak”
 alright, sorry sis, I look for a brown color, I will come back if there is no brown color in other store.

“Nanti kalo gak ada saya balik kesini lagi” this sentence has the meaning the buyer will come back if she not found in another store, the modal will in certain situation signifies as promise. Therefore, the sentence considered as commissive.

19. Shoes shop (Tuesday, 30 July 2019)

- Seller : ini ukuran 27, tinggal satu warna kak.
"this onesize 27, there is only this color".
- Buyer : dia suka gambar hellokitty, berapan ini harganya?
"she likes hellokity, how much is it?"
- Seller : 165ribu, bisa kurang.
"165 thousand rupiah negotiable".
- Buyer : oh mahal ya, gak 50ribu aja
"oh, that's too expensive? What if 50?"
- Seller : mana bisa kak segitu, ini yang bagus, harga pas nya 75ribu.
"no, I can't give it. This is a good product, the fixed price is 75 thousand rupiah".
- Buyer : mm, yaudah, gak jadinya, duitnya cuma segitu
"mm, ok, cancel it, my money just Rp50.000".

The sentences underlined was a buyer's refusal because she was disagreed with the price set by buyers. This sentence was classified to commissive.

d. Expressive

Expressive can be uttered in the form, thanking, like, dislike, pardon, apologize. Yule's (1996:53) expressive means what the speaker feels about something. in this research the researcher found 5 utterances of expressive. The following was a conversation that showed the expressive.

20. Shoes store (Tuesday, 30 July 2019)

- Seller : gak ada warna coklat. Yang ada hitam.
"there is no a brown one. Just a black color".
- Buyer : "yaudah, maaf ya kak. mau cari warna coklat dulu. Nanti kalo gak ada saya balik kesini lagi ya kak"
 alright, sorry sis, I look for a brown color, I will come back if there is no brown color in other store.

The buyer utterances *maaf ya kak* was an expression of apologizing. This sentence was illocutionary act and the types was expressive.

21. Shoes Shop (Tuesday, 30 July 2019)

- Buyer : ukuran berapa ini, besar kali ya
“what size is it? It is so big”
- Seller : untuk dia buk? coba aja sini!
“for whom mam? For her right? just try it here”
- Buyer : iya untuk dia, ukuran berapa? Warna ada? Jangan warna kayak gitu!
“yes for her, what size is it, do you have colour option!”
- Seller : ini ukuran 27, tinggal satu warna kak.
“this onesize 27, there is only this color”.
- Buyer : dia suka gambar hellokitty, berapan ini harganya?
“she likes hellokitty, how much is it?”
- Seller : 165ribu, bisa kurang.
“165 thousand rupiah negotiable”.

“dia suka gambar hellokitty” this sentence was expressive because this sentence has the meaning expression of likes. The buyer told the seller that her daughter like hello kitty so, she wants to buy hello kitty shoes.

22. Shoes Shop (Tuesday30 July 2019)

- Buyer : misi, liat - liat dulu ya, boleh kan?
“excusme, can i take a look first?”
- Seller : boleh buk, masuk aja!
“ofcourse, come in please”

The sentence underlined above has the meaning the buyer excuse or pardon to take a look for the shoes. This sentence was classified to expressive illocutionary acts.

23. Shoes shop (Tuesday 30 july 2019)

- Buyer : yaudah, bungkus lah ini! jadi berapa semuanya?
“Okay, pack this one! So, how much all of it?”
- Seller : jadi semuanya seratus lima belas ribu yaa buk. Makasih banyak
“the total price is 115 mam, thank you so much “
- Buyer : iya sama-sama, makasih ya
“you’re welcome, thank you”

The sentence underlined was an expression of thanking.

B. Research Findings and Discussion

Based on the data analysis, there were three types of locutionary acts performed by buyers and sellers in Pulo Brayan's Traditional Market, they are statement form, question form, and imperative form. The result of the data findings presented in table 4.1 as follow:

Table 4.1
Number of Locutionary Acts Found in daily transactional Communication between Sellers and Buyers in Pulau Brayan Traditional Market

No	Types of Locutionary Acts	Number
1	Statement form	11
2	Question form	15
3	Imperative form	4
	Total	30

Table 4.1 shows that there were 30 data containing illocutionary acts. Types of locutionary act use by the Buyer and Seller in Pulo Brayan Traditional market mostly used question form. namely for statement form got 11 findings, and asking question got 15 findings, and imperative got 4 findings total 30 utterances from 15 records.

Meanwhile there were four types of illocutionary acts found in this research which is presented in table 4.2 below:

Table 4.2
Number of Locutionary Acts Found in Communication between Sellers and Buyers in Pulau Brayan Traditional Market

No	Types of Locutionary Acts	Number
1	Representative	13
2	Directive	11
3	Commissive	5
4	Expressive	5
5	Declarative	-
	Total	34

According to Yule's (1996:53-55) there five types of illocutionary acts. As the result of the study it could be seen from the table. Representative was 13 findings, directive was 11 findings, Commissive found 5 findings, Expressive shows 5 findings and declarative not found in this research. So, the total 34 utterances from 15 records. The most dominant speech act found in the interaction of buying and selling in Pulo Brayan's traditional market representative illocutionary act in bargaining activities in Pulo Brayan's traditional market are often found using illocutionary speech acts.

Therefore, based on the explanation above it was seen that mostly buyers and sellers used illocutionary acts in doing buying and selling transactions. In additon types of illocutionary act used by the Buyer and Seller in Pulo Brayan Traditional market mostly used representative. In line with the research done by Riris Wulandari, in her research she analyzed types of illocutionary acts used by buyers and sellers at traditional market. As the result there were five concepts of illocutionary acts namely, declaration, representative, directive, commissive and expressive. In her research directives dominantly was used by buyers and sellers.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the result of analysis it can be concluded that:

1. Type of locutionary act used by the Buyer and Seller in Pulo Brayan's Traditional market mostly question form, namely for statement form was 11 findings, and asking question got 15 findings, and imperative form got 4 findings so, the total 30 utterances from 15 records.
2. Type of illocutionary act used by the Buyer and Seller in Pulo Brayan's Tradition market mostly used representative types. Namely, representative was 13 findings, directive was 11 findings, Commissive found 5 findings, Expressive shows 5 findings and declarative not founds in this research and the total 34 utterances from 15 records.

B. Suggestion

This research was a preliminary study of speech acts conducted by the researcher in transactional communication between buyers and sellers in Pulo Brayan's traditional market. Therefore, it is hoped that further research will be conducted to examine in the field of pragmatics. There were some notes which is need to be considered by the next researcher when conducting the research as follow:

1. The researcher has difficulty in conducted this research to determine informants, for the other researcher are expected to familiarize themselves first before conducting the research.
2. For the students of English Department and other researcher who interested to analyzing the speech act in traditional market are suggested to enlarge their knowledge about speech acts and pragmatics.

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