

**MAXIMS IN VERBAL OFFERS BY FABRIC SELLERS
IN PASAR CENTRAL MEDAN**

SKRIPSI

*Submitted in a Partial Fulfillment as the Requirements
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English Education*

By:

TITA ANDRIANI

NPM: 1502050085



**FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA
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BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata 1
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Kamis, Tanggal 10 Oktober 2019, pada pukul 07.30 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:

Nama : Tita Andriani
NPM : 1502050085
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Maxims in Verbal Offers by Fabric Sellers in Pasar Central Medan

Dengan diterimanya skripsi ini, sudah lulus dari ujian Komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd).


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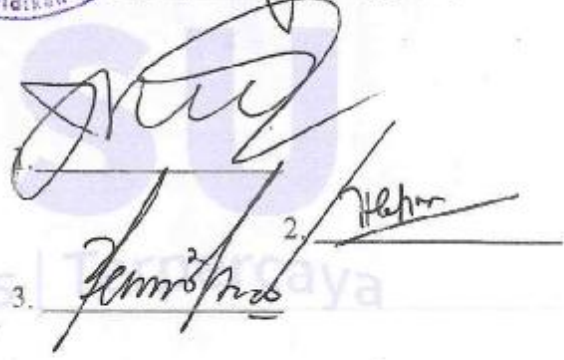


Sekretaris


Dra. Hj. Svamsuyarnita, M.Pd

ANGGOTA PENGUJI:

1. Prof. Amrin Saragih, M.A, Ph.D.
2. Habib Syukri Nasution, S.Pd., M.Hum.
3. Yenni Hasnah, S.Pd., M.Hum.



LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Skripsi ini diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Tita Andriani
N.P.M : 1502050085
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Maxim in Verbal Offers by Fabric Sellers in Pasar Central Medan

sudah layak disidangkan.

Medan, 27 September 2019

Disetujui oleh:

Pembimbing



Yenni Hasnah, S.Pd., M.Hum

Diketahui oleh:

Dekan

Ketua Program Studi




Dr. H. Elfrianto Nasution, S.Pd, M.Pd


Mandra Saragih, S.Pd., M.Hum.

SURAT PERNYATAAN

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Tita Andriani

N.P.M : 1502050085

Prog. Studi : Pendidikan Bahasa Inggris

Judul Proposal : Verbal Offers Realized by Cloth Sellers in Pasar Central Medan

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Tita Andriani

Diketahui oleh
Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Nama : Tita Andriani
NPM : 1502050085
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Maxim in Verbal Offers by Fabric Sellers in Pasar Central Medan

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Diketahui Oleh:
Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

Medan, 27 September 2019

Dosen Pembimbing

Yenni Hasnah, S.Pd., M.Hum

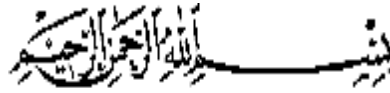
ABSTRACT

Tita Andriani, Maxims in Verbal Offers by Fabric Sellers in Pasar Central Medan. Skripsi. English Education Department, Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara. 2019.

This research aims to describe the types, processes, and the reasons of using maxim by fabric sellers in verbal offers occurred in Pasar Central Medan. The data of the research were in the form of utterances conveyed by the fabric sellers in Pasar Central Medan. Those were recorded and then transcribed to be analyzed. The data analysis was conducted by applying the stages proposed by Ary et al (2010) including coding data, data reduction, data display, and drawing conclusion or interpretation. It was qualitative study focusing on naturalistic design. The findings show that there were four types of maxim used by fabric sellers in offering their goods in Pasar Central Medan. Next, there were only two processes of maxim applied and only one reason of using maxim realized. In conclusion, all types of maxim proposed by Grice (1996) matched with this study, meanwhile the theory about processes of maxim (Thomas, 1995) and reason of using maxim (Grice, 1996) were not in line with this study.

Keywords: maxim, verbal offers, fabric sellers

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The Reseacher

TitaAndriani
1502050085

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CHAPTER I

INTRODUCTION

A. The Background of the Study

Communication is the act of transferring information from one person to another person. In daily life, people do communication activities to share and exchange information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior. In communication, there are two types of communication, namely verbal communication and non verbal communication. The meaning of verbal communication is sharing of information between individuals by using speech, while non verbal communication is the process of sending and receiving messages without using words, either spoken and written.

In human activity, most of the people using verbal communication, this thing happens in some activities of everyday human life. One of the activity is trade. Trade is the act or process of buying and selling goods and services. In Buying, when the people want to get something like goods, the people should pay out the money to exchange for the items that individual want to buy. In selling, the person who provides goods, and gets the money for the exchange. In buying and selling, the people always do bargaining activities. Bargaining is a type of negotiating conducted by the seller and buyer to determine the price of an item. In this

case, the sellers do offering to the buyer that is called verbal offer. Usually the verbal offers used by the sellers to interact with other people to gain a certain purpose. This is pragmatically refers as Maxim, Maxim is a speaker who is assumed to be cooperative that can be interpreted as meaning more than the person literally says.

Therefore in this research , the researcher was very interested in doing a study about verbal offers that happen in processing selling and buying in traditional market, especially focusing on investigating the maxim in verbal offers by fabric sellers in Pasar Central Medan.

B. The Identification of the Problems

The problems in this study were identified as the followings:

1. The use of the verbal offers in communication
2. The process of the verbal offers
3. The factors that influence the verbal offers

C. The Scope and Limitation

This study was dealt with pragmatics. It was limited on the use of maxims in the verbal offers.

D. The Formulation of the Problems

The problems of the study were reformulated as the followings:

1. What types of maxims are used in the verbal offers of fabric sellers in Pasar Central Medan?
2. How are the maxims in verbal offers used by cloth sellers in Pasar Central Medan?
3. Why are the maxims in the verbal offers were used by fabric sellers in Pasar Central Medan?

E. The Objectives of the Study

In accordance with the problems above, the study was intended for several objectives as follows:

1. to investigate the types of maxims of verbal offers used by cloth sellers in Pasar Central Medan
2. to explain the process of using such maxims of the verbal offers used by cloth sellers in Pasar Central Medan
3. to investigate the reason of using maxims in verbal offers by fabric sellers in Pasar Central Medan

F. The Significance of the Study

The findings of the study were expected to have significances theoretically and practically. Theoretically, it gave contribution on study of pragmatics especially on maxims, and enriched the readers' knowledge about maxims, especially the types, the process, and the reason of maxims. Practically, the findings of this study were expected to give practical

contribution to the trade doers, especially for the sellers in offering their goods. Additionally, the researcher hoped this research was useful for other researchers as a reference for doing the further research.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Maxims

Maxim is a speaker who is assumed to be cooperative that can be interpreted as meaning more than the person literally says as stated by Grice (1996), Grice 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 required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. Though phrased as a prescriptive command, the principle is intended as a description of how people normally behave in conversation.

The cooperative principle is divided into four maxims of conversations that called the Gricean maxims. These four maxims describe specific rational principle observed by people who follow the cooperative principle in pursuit of effective communication. Applying the Gricean is away to explain the link between utterances and what is understood from the utterances.

1.1 Types of Maxims

According to Grice (1996), there are four types of maxims, namely maxim of quantity, maxim of quality, maxim of relation, and maxim of manner.

a. Maxim of Quantity

The maxim of quantity emphasise the importance of information. The information delivered by the speaker should be informative (neither too little, nor too much) to make sure that the conversation will be able to proceed. In this maxim, there is one tries to be as informative as one possibly can and gives as much information as is needed and no more. In this maxim, the people should make their contribution as informative as is required (for the current purposes of the exchange) and do not make your contribution more informative than is required.

b. Maxim of Quality

The maxim of quality requires the speakers to be truthful and should not make statement for which they have no evidence and should give clear and brief information. There is one tries to be truthful, and does not give information that is false or that is not supported by evidence. In this maxim, the people should try to make their contribution, do not say what you believe in false and do not say that for which you lack adequate evidence.

c. Maxim of Relation (Relevance)

This type of maxim forces the speaker to create a relevant statement which is related to the topic. With respect to this maxim, Grice writes, Though the maxim itself is terse, its formulation conceals a number of problems that exercise Grice a good deal. It is questions about what different kinds and focuses of relevance there may be, how these shift in the course of talk exchange, how to allow for the fact that subjects of conversations are legitimately changed, and so on. Grice finds the treatment of such questions exceedingly difficult, and hopes to revert to them in later work. The key of this maxim is where one tries to be relevant, and says things that are pertinent to the discussion. Make sure that whatever you say is relevant to the conversation at hand.

d. Maxim of Manner

The maxim of manner is done by the speaker by creating a clear and brief statement. When one tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity. This maxim has some rules to obey such as, must be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity) and be orderly.

These maxims should be recognized as unstated assumptions the people have in conversations. These maxims are to be understood as

describing the assumptions listeners normally make about the way the speakers talk, rather than prescriptions for how one ought to talk. Often the addressed of an utterance can add to the overt, surface meaning of a sentence by assuming the speaker has obeyed the maxims. It is essential to note that by asserting all of these maxims Grice does not intend to require all speakers to add here to them strictly on a superficial level as it seems quite impossible to achieve.

Levinson (1983) believes that it is the listeners who ought to interpret what the speakers say as conforming to, flouting or violating the maxims to a certain degree. This paper, therefore, seeks to demonstrate how the speakers' utterance may be interpreted from the perspective of the addressees in relation to the Gricean maxims.

1.2 The Process of Maxim

Observing the maxims were shown when an utterance is fully obey the four maxims. The least interesting case is when a speaker observes all the maxims as in the following example:

Husband : Where are the car keys?

Wife : They are on the table in the hall.

As stated by Thomas (1995) explains the example that the wife has answered clearly (manner) and truthfully (quality), has given just the right amount of information (quantity) and has directly addressed her husband's goal in asking the question (relation). She has said precisely what she

meant, no more and no less, and has generated no implicature. Here, there is no distinction to be made between what she says and what she means, and there is no additional level of meaning.

Thomas (1995) explains that people may fail to observe a maxim because, for example, the people are incapable of speaking clearly, or because they deliberately choose to lie. Thomas (1995) listed there are three ways in which a participant in a talk exchange may fail to fulfill a maxim, the speaker may flout a maxim, violate a maxim, and opting out of observing a maxim. Later added a fourth category namely infringing a maxim. Then several writers since Grice (1996) have argued the need for a fifth category, suspending a maxim.

Having made all these distinction, it is extremely irritating to note that Grice (1996) himself does not always use the terms consistently and remarkably few commentators seem to make any attempt to use the term correctly. The distinctions Grice originally made are important for a full understanding of his theory.

1.2.1 Flouting Maxim

Thomas (1995) explains that the situations which chiefly interested Grice were those in which a speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading, but because the speaker wishes to prompt the hearer to look for a meaning which is different from,

or in addition to, the expressed meaning. This additional meaning he called 'conversational implicature' and he termed the process by which it is generated 'flouting a maxim'. A flout occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature.

1.2.2 Violating a Maxim

Thomas (1995) defined violation very specifically as the unostentatiously, quietly deceiving. The speaker deliberately supplies insufficient information, say something that is insincere, irrelevant or ambiguous and the hearer wrongly assumed that they are cooperating.

1.2.3 Infringing a Maxim

In this maxim explained that a speaker who with no intention of generating an implicature and with no intention of deceiving, fails to observe a maxim is said to 'infringe' the maxim. In other words, the non-observance stems from imperfect linguistic performance rather than from any desire on the part of the speakers to generate a conversational implicature. This type of non-observance could occur because the speaker has an imperfect command of the language, because the speaker's performance is impaired in some way (nervousness, drunkenness, excitement), because of some cognitive impairment, or simply because the speaker is constitutionally incapable of speaking clearly.

1.2.4 Opting out a Maxim

This maxim explains that a speaker opt out of observing a maxim by indicating unwillingness to cooperate in the way the maxim requires. Examples of opting out occur frequently in public life, when the speaker cannot, perhaps for legal or ethnical reason, reply in the very normally expected. On the other hand, the speaker wishes to avoid generating a false implicature or appearing uncooperative. Examples of such cases could include a priest, counselor, or even an investigative journalist refusing to reply information given in confidence, or a police officer refusing to release the name of an accident victim until the victim's relatives have been informed.

1.2.5 Suspending a Maxim

This maxim explains that several writers have suggested that there are occasions when there is no need to opt out of observing the maxims because there are certain events in which there is no expectation on the part of any participant that they will be fulfilled (hence the no-fulfillment does not generate any implicatures).

1.3 The Reason of Using Maxims

There must be the reason why the people using maxim when doing conversation. According to Grice (1996) there are some reasons why people tend to use maxim. As the following:

- (a) Be brief, means the speakers must to be briefer in communicating, since they do not need to say everything that they would need to if they were being perfectly logical.
- (b) Say thing indirectly to avoid some discomfort things, which came from saying unpleasant thing directly.
- (c) Insult or deride people indirectly without as much danger of confrontation.
- (d) Imply dissatisfaction or anger without putting the speaker in the position where they have to directly defend their views.

2. Pragmatics

Epistemologically, the word pragmatics has existed in the late 1970's in ancient Greece and Rome, it is *pragmaticus* in Late Latin and *pragmaticos* in Greek. Both of these terms means factual, real, and practical. Pragmatic is a new branch of linguistics knowledge developed in as the influence of the philosophical doctrine of pragmatism (Goodman, 1995). Pragmatism had originally announced itself in a lecture that Harvard professor William James gave at Berkeley in 1898, entitled "Philosophical Conceptions and Practical Results". In his lecture was explained the

principle of pragmatism which contains at least six accounts of what pragmatism is or contains: a theory of truth, a theory of meaning, a philosophical temperament, an epistemology or metaphysics stressing human interest and action, a method for dividing philosophical disputes, and a skeptical anti-essentialism.

In addition, Morris (1938) in his book “Theory of Signs” gives explanation about the doctrine of pragmatism. Morris proposes that the pragmatic interpretation of semiotics and verbal communication contains threefold divisions of a sign as consisting of sign vehicle, designatum and interpreter, and of semiotics as consisting of syntax, semantics. The later distinction became normalized in linguistics.

Pragmatics is a basic field of linguistics today, originally had its roots in Morris’ idea of a division of signs concerned with the relation of signs to their interpreters or users. The signs meant in this term are the signs of language, not others. The definition and study of pragmatics, in fact, do not quit till here. A number of linguists had attempted to define it in accord with the rapid advancement and development of the pragmatics itself and language in general. Morris had given a very much wide scope to pragmatics in which it includes what is now known as psycholinguistics and neurolinguistics.

Yule (1996), explains that there are four areas that pragmatics is concerned with. Firstly, pragmatics is the study of speaker meaning. In this case, pragmatics is concerned with the study of meaning as communicated

by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves.

Secondly, pragmatics is the study of contextual meaning. This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said, in this context, pragmatics focuses on the ability, or proficiency to make a use of language that relates with determinant factors of communicative acts. Pragmatics discussed the structure and the form of language to the context situation and closely related to the atmosphere of hearer, speaker, and surroundings. To relate this three atmospheres, the language user must have communicative competence. Communicative competence is the ability to language that functions in a communicative situation that is in a spontaneous transaction involving a person or a group of persons. The communicative competence includes not only linguistic form of a language, but also its social rules, such as the notion of when, how and to whom a certain linguistics form is appropriately used. It requires a consideration of how speakers organized what the people want to say in accordance with who the people are talking to, where, when, and order what circumstances.

Thirdly, pragmatics is the study of how be communicated than is 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. We might say what it is the investigation of invisible meaning.

Fourthly, pragmatics is the study of the expression of relative distance. This perspective then raises the question of what determines the choice between the said and the unsaid. The basic answer is tied to the notion of distance. Closeness, whether it is physical, social, or conceptual, implies shared experience. On the assumption of how close or distant the listener is, speakers determine how much needs to be said.

To understand how those got to be that way, these has to briefly been received its relationship with other areas of linguistic analysis. One traditional distinction in language analysis contrasts pragmatics with the syntax and semantics. Syntax is the study of the relationships between linguistic forms, how they are arranged in sequence, and which sequences are well-formed and semantic is the study of meaning that is used to understand human expression through language. This type of study generally takes place without considering any world of reference or any user of the forms.

Generally, pragmatics studies how people comprehend and produce a communicate act or speech act in a concrete speech situation which is usually a conversation. The ability to comprehend and produce a communicative act is called pragmatic competence which often include one's act knowledge about the social distance, social status between the

speakers involved, the cultural knowledge, such as politeness and the linguistic knowledge.

The goal of pragmatics as stated by Yule (1996) is to explain how the hearer understands an utterance by recognising the speaker's intentions and to understand that language is a system, especially to an understanding of meaning. The answer proposed by relevance theory is that utterances raise precise and predictable expectations of relevance which guide the hearer towards the speaker's intended meaning. On this approach, rational hearers are entitled to assume that, of all the linguistically possible interpretations of an utterance, the one the speaker intended to convey is the one that best satisfied these expectations of relevance.

In conclusion, pragmatics is the study of utterances in relation to the contexts which involves how a speaker produces an utterance to deliver the people intention and how the listener interprets that.

3. Cooperative Principle in Pragmatics

People use cooperative principle as their guidance, which usually performs between the speaker and hearer when the people are involved in conversational interaction. In social science generally and linguistic specifically, the cooperative principle describes how people achieve conversational communication in common social situations that is how listeners and speakers act cooperatively and mutually accept one another to

be understood in a particular way. According to Grice (1983) "there is a general assumption underpinning all utterance interpretation". Those interpretations are influenced by a cooperative principle in which a speaker and hearer are connected into the same goals.

Principle signifies a point of probability on a subject, which allows for the formation of rule or norm or law by human interpretation of the phenomena that can be created. The rules, norms, and laws depend on and co-create a particular context to formulate. In this analysis, the subject is language that is used to communicate by conversation. Such rules are the conventions that help speaker and hearer to prevent misunderstanding in the conversation. Cooperative principle is a principle used in the analysis of conversation which states that speakers try to cooperate with each other when communicating, in particular, they try to be informative, truthful, relevant, and clear. Listeners normally assume that a speaker is following these conventions.

The concept of cooperative principle expects amount of information provided in conversation, as one aspect of the general idea that people involved in a conversation. Therefore, people will cooperate with each other. For example, for reference to be successful, it is proposed that collaboration is a necessary factor. In accepting speakers' presupposition, listeners normally have to assume that a speaker who says 'my motorcycle' really does have the motorcycle that is mentioned and isn't trying to mislead the listener. The sense of cooperation is simple in which people having a

conversation are not normally assumed to be trying to confuse, trick, or withhold relevant information for each other. In most circumstances, this kind of cooperation is only the starting point for making sense of what is said.

Yule (1996) said that 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. To identify a general cooperative principle, general principles thought to underline the efficient use of language called maxims of conversation, or conversational maxims.

4. Communication

Communication is one of human activities that everyone recognizes. Communication is talking about to one another, such as giving information and expressing ideas. Here are some definitions of communication. According to Keyton (2011) in Lunenburg, F. C (2011), communication is the process of transmitting information and common understanding from one person to another. Thus communication means sharing of ideas is common. It can be defined as exchange of facts, ideas, opinions or emotions between two or more persons to create a common ground of understanding. It involves at least two persons for example a sender and a receiver. The sender develops and transmits a message to the receiver. The purpose is to achieve common understanding between the sender and the receiver. Fiske

(1990: 1) assume that communication involves signs and codes, in which signs are artefacts or acts that refer to something other than themselves, that is, they are signifying constructs. Communication can occur via various processes and methods, and depending on the channel used and the style, there can be various types. Communication is the process of passing information & message from one person to another.

Communication is the act of transferring information from one person to another person. People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent. Choice of communication channel and your style of communicating also affects communication. According to Firdous (2009), there are variety of types of communication.

4.1 Verbal Communication

Verbal communication refers to the the form of communication in which message is transmitted verbally; communication is done by word of mouth and a piece of writing. Objective of every communication is to have people understand what we are trying to convey. In verbal communication remember the acronym KISS (keep it short and simple).

When the individual talk to others, we assume that others understand what the people are saying because know what the people are saying. But this is not the case. Usually people bring their own attitude, perception, emotions and thoughts about the topic and hence creates barrier in

delivering the right meaning. So in order to deliver the right message, you must put yourself on the other side of the table and think from your receiver's point of view.

Verbal Communication is further divided into oral communication and written communication. In oral communication, Spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet. In oral communication, communication is influence by pitch, volume, speed and clarity of speaking. While in written communication, written signs or symbols are used to communicate. A written message may be printed or hand written. In written communication message can be transmitted via email, letter, report, memo etc. Message, in written communication, is influenced by the vocabulary and grammar used, writing style, precision and clarity of the language used.

Written Communication is most common form of communication being used in business. So, it is considered core among business skills. Memos, reports, bulletins, job descriptions, employee manuals, and electronic mail are the types of written communication used for internal communication. For communicating with external environment in writing, electronic mail, Internet Web sites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases are used.

4.2 Nonverbal Communication

Nonverbal communication is the sending or receiving of wordless messages. We can say that communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Nonverbal communication is all about the body language of speaker. Nonverbal communication helps receiver in interpreting the message received. Often, nonverbal signals reflects the situation more accurately than verbal messages. Sometimes nonverbal response contradicts verbal communication and hence affect the effectiveness of message.

5. Verbal Offer

Verbal means the communication by words that uttered. Offer means such of expressions that trying to promote something. In Webster (1913) defines verbal as expressed in words, whether spoken or written, but commonly in spoken words, hence, spoken; oral; not written. Verbal is a noun derived from a verb. Still in Webster (1913), offer means the act of offering, bringing forward, proposing, or bidding. Therefore, it can be defined that verbal offers are the words, phrases, and sentences uttered that used as an expression to promote something.

The verbal offers used by clothes sellers are the way they communicate to interact with other people to gain certain purpose, as a

seller she need to sell the clothes. The purpose will not be reached if there is no communication and cooperation. Therefore, they create words, phrases, or sentences to speak out and begin to communicate in an understandable language, and they try to establish or maintain social relationships. By this way, they have tried to interact, and that is the function of language as interaction. On the other side, as a seller, s/he also tries to transmit content or information of something to be sold, or offering something to be sold. Here, the function of language as interaction is found. In this phenomenon, the verbal shows that both of the language functions as an interactional and transactional.

B. Relevant Studies

In supporting the ideas of the analysis, the researcher used her own opinion to accomplish the analysis, but she used and read some books relevant to the topic of the analysis. The first research had been done by Kusumarasdyati (2004), with the title of the research was “Verbal Offers Used by Vendors in Malang”. This research gave much information about verbal offers that obey the rules to the Cooperative Principle proposed by Grice (1989).

The finding of her analysis showed that the vendors offered the snacks they sold in five modes that is, by mentioning the word kue or its variants, mentioning the name of the snacks, mentioning the name of the snack in reverse order by means of Bahasa Walikan, and mentioning the

clipped forms of the name of the snacks. Some expression they use turned out to obey the four maxims to a higher degree than others, but still all of the vendors could be considered as cooperative in offering the snacks as long as other relevant pragmatic tools were used, such as identifying reference, drawing the appropriate implicature, and having sufficient background knowledge. Consequently, the verbal offers either observed or flouted the Gricean Maxims, and none of them infringed, opted out of or violated them.

Another research was “The Flouting of Grice’s Conversational Maxims by The Main Character in The Dictator Movie“ by Zulfa (2013). This study was conducted to identify the maxims flouted by the main character and the implicatures of the utterances containing maxims flouted by the main character in The Dictator Movie. The result showed that the main character in the movie flouted all types of conversational maxims, such as maxim of quality, maxim of quantity, maxim of relation and maxim of manner. Then, the main character present the implicature in several ways, such as being more informative, making sure, agreeing or making jokes depending on the purpose and the situation under which the conversational occurs. From the finding above, the researcher can conclude that through the flouted utterance produced, the main character shows and express various kind of flouting Grice’s conversational maxims because he wants to deliver his implied meaning to his hearer.

The present study tried to find out the offering expressions of the fabric sellers in Pasar Central Medan. It had the similar focus with the two previous researchers above, namely all of them had the concentration on analyze the maxim. However, the current study had the difference with the two researcher above. In term oftheir objects, this research intended to the sellers, while the first previous research was for vendors and the second one was for film characters.

C. Conceptual Framework

The conceptual framework of the study of maxims in verbal offers were described in detail in the following chart.

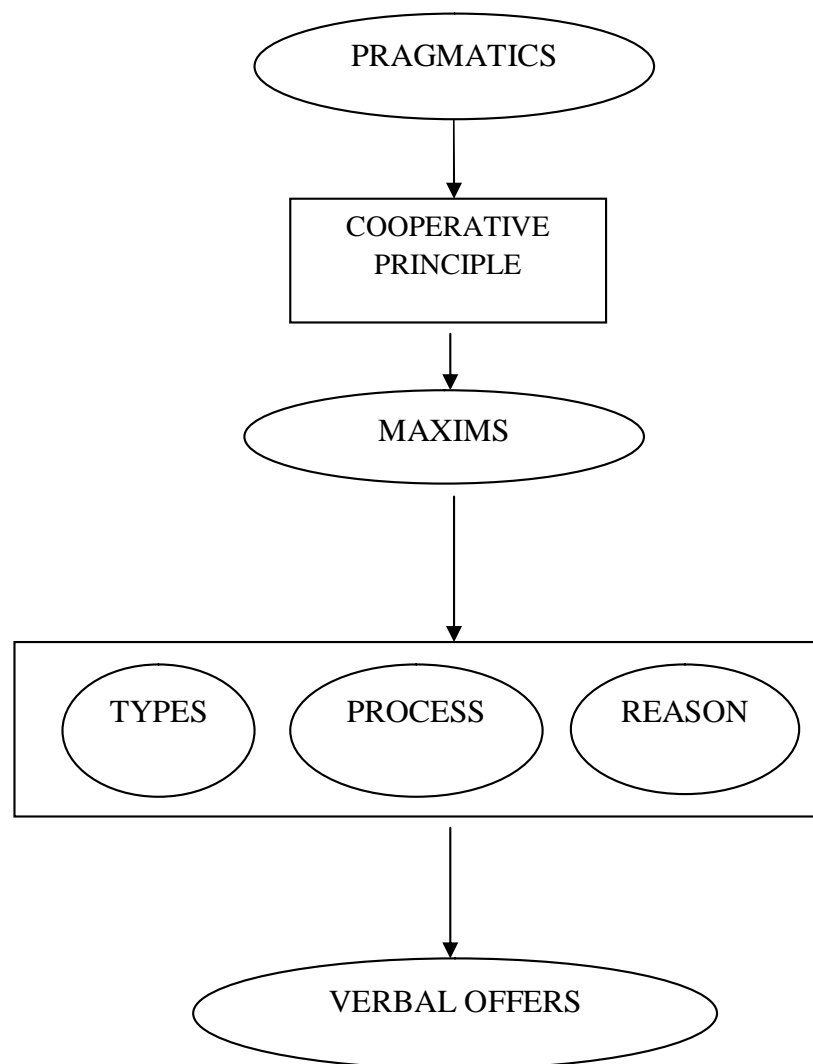


Chart 2.1 Conceptual Framework of the Maxims in Verbal Offers

CHAPTER III

METHOD OF REASEARCH

A. Research Design

This study was qualitative research by applying naturalistic design. It was natural because, this research dealt with a certain phenomenon in the activity done by fabric sellers in Pasar Central Medan. In this case, the researcher analyzed pragmatic aspect on verbal offers of the cloth sellers in Pasar Central Medan. So, this study had revealed the naturalistic phenomenon of offering. Then, the researcher observeb and described the types, the process and the reason use by the fabric sellers in offering their goods.

B. Source of the Data

The data were obtained from the utteraces of offering uttered by the fabric sellers in Pasar Central medan. The data were taken from the maxims in verbal offers by fabric sellers there. The data were in form of the fabric sellers in Pasar Central Medan.

C. Instrument of the Research

The data were collected with spending a great deal of time in seeing and surveying some fabric sellers in Pasar Central Medan that aims to know

the meaning of their expressions and utterances when they interact with customers. This research used one on one interview method and record keeping method to collect the research data. However, the researcher was the key of this research.

D. Technique of Collecting Data

The data were taken from written word from seeing the sellers utterance. To collect the data, the researcher uses some steps. The first step is coming to the fabric sellers in Pasar Central. The second step, the researcher recorded the sellers' utterances to know how the sellers say the words when the sellers offering their goods to others. Third, the researcher made notes for the utterances of the terms of some sellers in Pasar Central Medan.

E. Technique of analyzing Data

Data analysis in qualitative research often done concurrently or simultaneously with the data collection. Nevertheless, Ary et al (2010) states that the data analysis in this research can be broken down into four stages, namely Coding, Data Reduction, Data Display, and Drawing Conclusion or Interpretation. Those are explained briefly as follows:

1. Coding

The first stage in analyzing qualitative data by doing coding. Coding is analogous to getting ready for data provide. The first step in coding is referred to as open coding, preliminary coding, or provisional coding. The most common approach is to read and reread all the data and sort them by looking for units of observation interview one source or informant meaning words, phrases and sentence to make it easy to be learned. In this stage, after getting the data, the researcher collects the data. After all data were collected the researcher places all units having the same coding together. In short, by coding the all data gathered, it was underlined the significant data that are appropriate with the topic of research . Thus, it is easy to read the data.

2. Data Reduction

The second step of data analysis is data reduction. It was the processed of reducing the data occurring repeatedly. Reducing the data means summarizing, choosing the main thing, focusing on the important things, finding the topic and the form. In this stage, the researcher get the data from interview with the sellers. The results of interview show how the sellers used the maxims in utterance that they use in offering their goods to the people. In this steps, the irrelevant data are reduced and the usefull data were included.

3. Data Display

The next step in analyzing data is data display. It was processed of displaying data in form of table so that it gets more understandable. Looking at displaying step helps to understand what was happend and to do something.

4. Drawing Conclusion

The last step of data analysis is drawing conclusion. Here, the researcher begun to saw what the data. The researcher examines all entries with the same code, merges these categories and finds the connection among the categories. Then, it continues to tell to be explained and to make connection among the description. Finaly, the researcher can get the result and conclusion of the research .

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

As mentioned in the previous chapter, the data were collected from the fabric sellers' utterances by recording all the utterances when promoted their products to the customers in their shops. Those were taken from four sellers with the different shops, two of them were males and others were females. The recordings were already transcribed into the written form presented in appendix.

B. Data Analysis

After collecting the data of research, the researcher analyzed them based on the types, the processes and reason of the maxim, and reason of maxim.

1. Types of Maxims

Based on the empirical data, the four types of maxim as proposed by Grice (1996) were applied by the fabric sellers when offering their goods to the buyers. Those four types of maxims are maxim of quantity, maxim of quality, maxim of manner and maxim of relation.

1.1 Maxim of Quantity

In this maxim the speaker's utterance should be informative and avoid saying too much . This theory was in line with the following data:

Data 1

Roknya buk..? (the skirt mam..?) [S1.D1.Ut3]

The utterance presented in Data 1 indicated a maxim of quantity, because the utterance of the seller was informative . In this case, the sellers wanted to inform that there was skirt in his shop and he would like to offer it to the buyer and expected the buyer bought it.

Data 2

Apa cari buk..? (what are you looking for mam..?) [S2.D1.Ut2]

In Data 2, it also belonged to maxim of quantity because the seller delivered the utterance not too much. It means that the seller just wanted to know what the buyer wanted to find around the market.

1.2 Maxim of Quality

In this maxim the speaker must to be true and do not make unsupported statement. This theory matched with the following data:

Data 3

Bahan wedges ada yang ini 55..

(there is wedges material, this one is 55..) [S1.D1.Ut17]

The utterance presented in Data 3 indicated a maxim of quality because the utterance of the seller was true . It has the meaning that the seller truly sold wedges material not others material and the price of it was 55 thousand rupiah not less or more.

Data 4

Bahan scuba ada. .yang ini 65..

(there is scuba material, this one is 65..) [S1.D1.Ut18]

In Data 4, it also includes as maxim of quality, because the seller give the truth statement . The seller conveyed that he sold scuba material and sold the material with 65 thousand rupiah not more.

1.3 Maxim of Manner

In this maxim the speaker must deliver the clear and brief statement, avoid the obscurity and also avoid the ambiguity. This theory in line with the following data:

Data 5

Celana kulotnya buk..?(the culottes pants mam..?) [S1.D1.Ut7]

The utterance presented in Data 5 indicated a maxim of manner, because the seller told a clear statement. In this situation, the seller gave the specific statement, he uttered the kind of the pants by mentioning one kind of pants, and the kind of pants is cullotes. The seller conveyed the utterance to make the buyer know that his shop sold cullotes pants.

Data 6

Segi empatnya yah..? (the rectangular one..?) [S4.D2.Ut6]

From Data 6 above, it also realized maxim of manner because the seller explained that she sold hijab and she mentioned one typical kind of hijab that is rectangular model. By delivering the utterance, she hoped that the buyer looking for the type of hijab.

1.4 Maxim of Relation

This type of maxim forces the speaker to create a relevant statement which is related to the topic and the current utterance must have something to do with the context. This theory matched with the following data:

Data 7

Bisa dicoba buk..?(you can try mam..?) [S1.D3.Ut8]

The utterance presented in Data 7 indicated a maxim of relation, because the seller wanted to give a chance to the buyer to try the seller's goods by stating the word "*dicoba*" that means trying. The seller did this thing to make the buyer treated well and when the buyer stood in the seller's shop, the seller hoped the buyer bought the goods and felt satisfied with the service of the seller.

Data 8

Apa tambahnya buk..?(what the extra mam..?) [S3.D1.Ut5]

It is same with Data 7, the data above detected a maxim of manner, because the seller said the word “*tambahnya*” means bought another items or add more items to be purchased. When the buyer had bought some goods in her shop or others, the seller expected that the customer would buy more of her product.

2. The Process of Maxim

As stated by Thomas (1995), there are five processes of maxim, namely flouting maxim, violate maxim, infringing maxim, opting out maxim and suspending maxim. But when matching with the empirical data, there were only two processes of maxim realized in the sellers’ utterance, namely flouting maxim and violating maxim.

2.1 Flouting Maxim

This maxim process told the speaker to observe a maxim, not with any intention of deceiving or misleading, but because the speaker wishes to prompt the hearer to look for a meaning which is different from, or in addition to expressed the meaning. This theory was in line with the following:

Data 9

Celana kedut-kedut..? (the twitchy pants..?)[S2.D1.Ut6]

The utterance presented in Data 9 had flouted a maxim because the seller mentioned an incorrect utterance, by stating the word “*kedut-kedut*”. In this situation, the seller who said the word is an underwear seller. As the researcher knew, there is no type of underwear like that. So, here the seller stated the utterance aiming to attract customers’ attention.

Data 10

Sempak berlampu, beremot pun ada kak..? [S2.D1.Ut7]

(the lightning underwear, the remote underwear there is sister..?)

As in Data 9, the data above also indicated flouted a maxim , by giving the words like “*sempak berlampu dan sempak beremot*”, this was done to make a difference between his shop and others shops.

2.2 Violating Maxim

In this maxim process made the speaker deliberately supplies insufficient information, say something that is insincere, and told an irrelevant statement.

Data 11

Haus minumya... (if you thirsty you must drink right..) [S2.D2.Ut20]

From the Data 11, the researcher recognized that the utterance was violating the maxim, because the seller delivered an irrelevant statement in wrong condition. In this case, the situation of the seller was in the market place, and he is a seller which sold all kind of underware not sold kind of drinks. The utterance was not appropriate with his condition.

Data 12

Sayang istri..? (loving the wife..?) [S2.D1.Ut10]

The data above also indicated violated a maxim, because the seller had no rights to order the buyers to love their wives. In this thing, the seller intended to told the husband to bought his goods and gave to their wives .

3. The Reason of Maxim

There were several reasons why people tend to use maxim, namely Be brief, Say thing indirectly to avoid some discomfort things, Insult or deride, and Imply dissatisfaction. But when matching with the empirical data, not all the reasons were seen in the utterances. There were only one reason of maxim realized in the sellers' utterance, that was be brief.

Be brief means the speaker must to be briefer in communicating, since we don't need to say everything that we would need to if we were being perfectly logical. This theory matched with the following data:

Data 13

Belanja kak..? (shopping sister..?) [S1.D1.Ut6]

The utterance presented in Data 13 were brief, the seller did not need to say everything to the buyer when passing the sellers' shops, he just asked the buyer what they wanted to look for.

Data 14

Kulot, celana, gamis...(cullotes, pants, robe..) [S1.D3.Ut4]

from the Data 14, the seller uttered all the utterances briefly and on point. The seller mentioned kind of his goods namely pants and dress. He intended to inform the buyer that his shop provide the items.

C. Research Finding

After analyzing the data, the researcher found the following points:

1. There were four types of maxim realized in verbal offer by fabric sellers in Pasar Central Medan, namely maxim of quantity, maxim of quality, maxim of manner and maxim of relation.
2. There were two processes of maxim applied in verbal offer by fabric sellers in Pasar Central Medan, namely flouting maxim and violating maxim.
3. The researcher found there was one reason of maxim used by fabric sellers when offering their goods to buyers occurred in Pasar Central Medan..

D. Discussion

Based on the research findings, that there were some point to discuss. First, the finding refers to the types of maxim revealed that there were four types of maxim realized by the fabric sellers when offering their goods to the buyers happened in Pasar Central Medan. This finding indicated that the theory of Grice (1996) about the four types of maxim were realized well in this study. Secondly, the finding refers to the processes of maxim showed that not all the processes recognized by the fabric sellers when offering their products to the customers in Pasar Central Medan. This finding signified that the theory of Thomas (1996) about the processes of maxim were actualized in this study. Last, the finding refers to the reason of maxim indicated just one reason seen by fabric sellers in Pasar Central Medan, this finding indicated that the theory of Grice (1996) about the reason of maxim were realized in this study.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusions

Based on the research findings, there were some points to be concluded as the following :

1. The four types of maxim as proposed by Grice (1996) were realized in this study namely, maxim of quantity (67%), maxim of quality (2%), maxim of manner (13%), and maxim of relation (3%)
2. Not all the processes of maxim as proposed by Thomas (1996) were realized in this research, there were only two processes of maxim found namely, flouting maxim and violating maxim.
3. There is only one reason found in this research, it was be brief. It means that not all the reasons proposed by Grice (1996) implemented in this study.

B. Suggestions

Referring to the conclusions, it was suggested some points as below:

1. The researcher hoped to the seller to obey the rules of conversation such as, the types, the processes and the reason of maxim. To create more interactive communication.
2. It was suggested to other researcher who want to do the relevant research to consider this study as one of the references.

3. For the readers, the readers are expected to get information and enrich their knowledge about the types, the processes and the reason of maxim.

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CURRICULUM VITAE

Name : TITA ANDRIANI
Registered : 1502050085
Place/ date of birth : Medan, 02 Oktober 1996
Sex : Female
Religion : Moslem
Marital Status : Single
Nationally : Indonesia
Father's Name : Mawardi
Mother's Name : Agustina
Address : Jl. H. Adam Malik Gg. Peringatan No. 94-a
Mobile Phone : 0823 6189 4318
Gmail : titaadrn@gmail.com

Education

1. Elementary School at Arsyadiah (2001-2007)
2. Junior High School at SMPN 14 Medan (2007-2010)
3. Vocational High School at SMK Farmasi APIPSU Medan (2010-2013)

Medan, September 2019

Tita Andriani

APPENDIX I

**THE TRANSCRIPTION OF VERBAL OFFERS RECORDING UTTERANCES BY FABRIC SELLERS
IN PASAR CENTRAL MEDAN**

Meeting	Date	Source	Sellers' Utterances	Types of Maxim				Process of Maxim					Reason of Maxim				Data Coding		
				Q N	Q L	M N	R L	F	V	I	O	S	B	SI	I/ D	ID			
1	05 September 2019	Seller 1	1. <i>Apa cari kak..?</i> <i>(what are you looking for sister..?)</i>	√													S1.D1.Ut1		
			2. <i>Apa cari buk..?</i> <i>(what are you looking for mam..?)</i>	√														S1.D1.Ut2	
			3. <i>Roknya buk..?</i> <i>(the skirt mam..?)</i>	√															S1.D1.Ut3
			4. <i>Roknya kak..?</i> <i>(the skirt sister..?)</i>	√															S1.D1.Ut4
			5. <i>Singgah buk..?</i> <i>(visit mam..?)</i>	√															S1.D1.Ut5
			6. <i>Belanja kak..?</i> <i>(want to shop sister..?)</i>	√															S1.D1.Ut6
			7. <i>Celana kulotnya buk..?</i> <i>(the culottes pants</i>			√								√					S1.D1.Ut7

2	06 September 2019	Seller 4	1. <i>Belanja ya ..?</i> <i>(shopping right..?)</i>	√											S4.D1.Ut1	
			2. <i>Cari apa buk..?</i> <i>(what are you looking for mam..?)</i>	√												S4.D1.Ut2
			3. <i>Jilbabnya ..?</i> <i>(the hijab..?)</i>	√												S4.D1.Ut3
			4. <i>Yang mana bu..?</i> <i>(which one mam..?)</i>	√												S4.D1.Ut4
			5. <i>Singgah ..?</i> <i>(visit..?)</i>	√												S4.D1.Ut5
			Seller 1	1. <i>Belanja buk ..?</i> <i>(shopping mam..?)</i>	√											S1.D2.Ut1
			2. <i>Mari mari ..?</i> <i>(come here..?)</i>	√												S1.D2.Ut2
			3. <i>Masuk buk..?</i> <i>(come in mam..?)</i>	√												S1.D2.Ut3
			4. <i>Belanja apa buk..?</i> <i>(what you want to buy mam..?)</i>	√												S1.D2.Ut4
			5. <i>Roknya ..?</i> <i>(the skirt..?)</i>	√												S1.D2.Ut5
			6. <i>Gamisnya ..?</i> <i>(the robe..?)</i>					√								S1.D2.Ut6
			7. <i>Cari apa buk ..?</i> <i>(what are you looking mam..?)</i>	√												S1.D2.Ut7
			8. <i>Kulotnya ..?</i>					√						√		S1.D2.Ut8

NOTE

- QN : Quantity
- QL : Quality
- MN : Manner
- RL : Relation
- F : Flouting
- V : Violating
- I : Infringin
- O : Opting Out
- S : Suspending
- B : Brief
- SI : Say Indirectly
- I/D : Insult or Deride
- ID : Imply Dissatisfaction