

**GENDER LANGUAGE DIFFERENCES  
IN TRADITIONAL MARKET**

**SKRIPSI**

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

**By :**

**NURHASANAH**  
**NPM. 1402050221**



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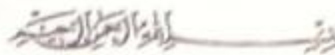


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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30  
Website: <http://www.fkip.umma.ac.id> E-mail: [fkip@umma.ac.id](mailto:fkip@umma.ac.id)

**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 Selasa, Tanggal 03 April 2018, pada pukul 09.00 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:

Nama : Nurhasanah  
NPM : 1402050221  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Gender Language Differences in Traditional Market

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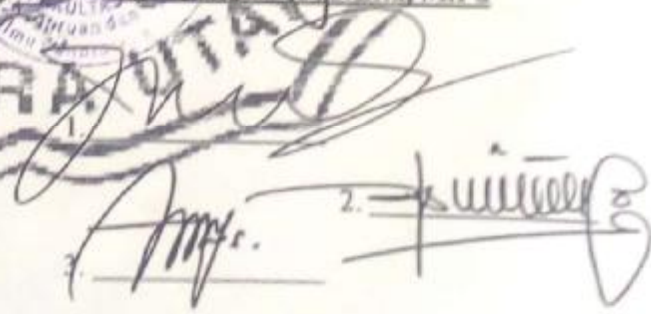
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Ketua:  **Dr. Elfrianto Nasution, S.Pd, M.Pd**  
Sekretaris:  **Dra. Hj. Syamsuwarnita, M.Pd**

ANGGOTA PENGUJI:

1. Prof. Amrin Saragih, MA, Ph.D
2. Fatimah Sari Siregar, S.Pd, M.Hum
3. Arianto, S.Pd, M.Hum





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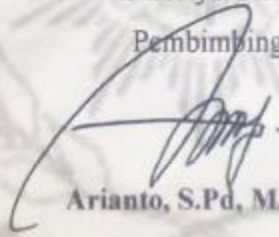
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Nama Lengkap : Nurhasanah  
N.P.M : 1402050221  
Program Studi : Pendidikan Bahasa Inggris  
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Pembimbing

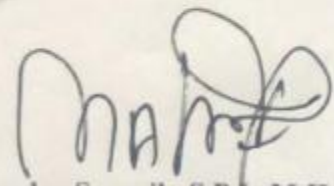
  
Arianto, S.Pd, M.Hum

Diketahui oleh:



Dr. Elciana Rusution, S.Pd., M.Pd.

Ketua Program Studi

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

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N.P.M : 1402050221  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Gender Language Differences in Traditional Market

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Handwritten signature of Mandra Saragih.

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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238

Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
Nama Lengkap : Nurhasanah  
N.P.M : 1402050221  
Program Studi : Pendidikan Bahasa Inggris  
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Diketahui oleh:  
Ketua Prodi

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

Dosen Pembimbing

(Arianto, S.Pd, M.Hum)

## ABSTRACT

**Nurhasanah. 140250221. “Gender Language Differences in Traditional Market”. Skripsi : Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara, Medan. 2018**

The study dealt with the use of linguistic forms in Conversation between sellers and buyers in traditional market. The researcher analyzed nine linguistic forms based on Robin Lakoff’s theory. There are Lexical Hedges and Fillers, Tag Questions, Super Polite Forms, Adjectives, Avoidance of strong swear words, Precise Color terms, Vernacular Forms, Emphatic Stress and Hypercorrect Grammar. The data of the research were the conversation between sellers and buyers in traditional market on bargaining price. The data of the study analyzed by applying descriptive qualitative. The finding showed that only 6 out of linguistic form that existed in conversation between seller and buyer. They were Lexical Hedges and Fillers were 20.63%, Tag question were 9.52 %, Super polite forms were 1.58%, Precise Color Terms 47.65%, Adjectives were 19.04 % and. Avoidance of strong swear words were 1.58%. The dominant linguistic forms is Precise Color Terms with total number 30 (for both gender) or 47.65%.

**Keywords :** *sociolinguistics, gender language differences, linguistic forms*

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This skripsi is entitled Gender Language Differences in Traditional Market. In writing this skripsi, there were many difficulties and problems faced by the writer and without much help from the following people, it may be impossible to finish this skripsi.

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Finally, the writer realizes that this study is still far for being perfect, but she hopes that this study will be useful for the readers especially students of English Education Program. May Allah SWT bless all of us. Amin.

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Medan, March 2018  
The Researcher,

**Nurhasanah**  
**NPM. 1402050221**

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# CHAPTER I

## INTRODUCTION

### **A. The Background of the Study**

Sociolinguistics is a study of the effect of any aspects of society including cultural norms, expectation, and the effect of language use in society. In the society, human needs to socialize and communicate with other to fulfill their needs. That is why communication becomes a very important factor in human's life daily basis. The ability to communicate with the others make it possible to exchange opinions, thoughts and meanings. It enables people to express themselves and show their own points of view.

There are many factors can influence the way people communicate or use language, such as geography, age, social status, gender, etc. Language is a means of communication. People can influence the language itself, and upside down, language can influence the speaker itself. If human beings do not use language to communicate with others, they will get difficulty. Human beings can not live individually without having relationship with the others.

One of many factors which create language variation is gender. In sociolinguistics, language and gender have a very close relationship. There is the phrase "why do women talk differently from men?" In other words, we are concerned with several factors that make women prefer to use standard language rather than men. In this regard, it is worth examining the language as a social part, a deed of value, reflecting the complexity of social networks, politics, culture, and

age relationships in society. It is because male and female have different physically and psychologically. It affect on how they will create different way of saying and interrupted anything. Female tend to use their feeling while male will use their logic.

Contrast divergence between male and female affects to their different language style and topic of every conversation. The differences of men and women language can be seen from several forms. According to Lakoff (1972:53) there are nine linguistics features such as *Hedges and Fillers*, *Tag Questions*, *Super polite Forms*, *Precise Color Terms*, *Avoid Coarse or Expletives*, *Vernacular Forms*, *Emphasis Stress and Hypercorrect Grammar*.

As a result of women's movement, gender issue have become connected with the issue of language. Gender studies and language studies are both interdisciplinatory academic field. The study of language began from thousand of years old, whihe the study of gender is quite short, "Gender studies have developed differently, achieving the greatest influence in North America; the era of feminism that began in the late 1960s and affected academic and public life as well as "high and popular culture has been instrumental in shaping the historical and scholarly context of its generation. Feminist work has entered and had an impact upon almost every academic discipline." (Flotow, 2004. p.1)

The study of gender is important to the study of language, and the first step to study gender is to explore the difference between men and women. It is quite clear that men and women have a lot of differences in many fields. Both of genders use different language to communicate with the others include in

traditional market. Language differences in women and men can be seen in traditional market. Traditional market is meeting place for sellers and buyers and on the mark with the building usually consists of stalls, stalls, and benthic nurseries open in the open by the seller as well as a market manager. “Traditional Market” means a market that is built and managed by the Government, the Regional Governments, Private Entities, State-Owned Entities and Region-Owned Entities, Including through cooperation, with private entities with such places of business as stores, kiosks, stalls, and tents owned/managed by small or medium traders, community self-reliance or cooperative with small scale enterprises, small capital and dealing in commodities through bargaining. (Perpres Nomor 112 tahun 2007).

In expectation, many people consider that language use between men and women is same. But in reality, there are the differences between men and women language especially in the use of linguistics forms. So, in this research, the researcher analyzed the differences in the use of linguistic forms in conversation between both gender in traditional market based on Lakoff theory. As we know that many unique opinions in the society have been existed for years about the use of men an women’s language in interaction at the traditional market.

Based on the explanation above, to know the differences between men and women’s language in linguistics forms at traditional market, the researcher tended to choose the title in this research: **Gender Language Differences in Traditional Market.**



**B. The Identification of the Problems**

The problem of the research are identified as follow:

1. Most people do not understand about gender language.
2. Most people do not understand about the language differences between men and woman in linguistics forms.
3. Most people do not understand about the relationship between gender and language in sociolinguistics
4. Most people never give attention about the gender language differences in traditional market

**C. Scope and Limitation**

The researcher limited the scope of this study in sociolinguistics study especially on gender differences in using language. Further the limitation is linguistic forms of gender language differences in conversation between sellers and buyers at the traditional market on bargaining price. It was taken from conversation between seller and buyer at the traditional market.

**D. The Formulation of the Problem**

Based on the formulation of the study previously, the problem were formulated as follow:

1. What were the linguistic forms found in the conversation between sellers and buyers in traditional market on bargaining price?
2. How was the implication of linguistic form used in language of both gender in traditional market?

**E. The objectives of the study**

The objectives of the study are:

1. To know the linguistic forms in the conversation between sellers and buyers in traditional market on bargaining price.
2. To describe the implication of linguistic form used in language of both gender in traditional market

**F. The Significances of the Study.**

The findings of the study are expected to be useful theoretically and practically. Theoretically, this study can give additional information for the readers about gender language differences.

Practically, the findings can also be guidance for the other researchers who wants to do a further studies which related to the terms of language variation based on gender.

## CHAPTER II

### THE REVIEW OF LITERATURE

#### A. Theoretical Framework

##### 1. Sociolinguistics

Hudson in Wardaugh (2006:10) says 'there are linguistic items, such as entities as sounds, words, grammatical, structures and so on. Social theorists, particularly sociologists, attempts to understand how societies are structured and how people manage to live together. To do so, the use such concepts as 'identity', 'power', 'class', 'status', 'solidarity', 'accomodation', 'face', 'gender', 'politeness', etc. Sociolinguistics is a branch of linguistics that takes language and object of study in a way it is usually distinguished from how syntax, semantics, morphology, and phonology handle it.

Hudson in Wardhaugh (2006:13) says sociolinguistics is the stud of language in relation to society. Holmes (2001:1) says that sociolinguistics are studied the relationship between language and society. They are sociolinguists, interested in explaining why we speak differently in different social context, and they are concerned with identyfying the social functions of language and the ways it is used to convey social meaning. It makes clear that's sociolinguistics focused on study of the relations between language and society.

Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of

language and how language function in communication (Wardhaugh 2006: 13). Holmes (2001:1) states sociolinguistics is concern with the relationship between language and the context which it is used.

From all above, sociolinguistics can be concluded as the study of language and society, which to find out how is language and society related each other. In this case, the society is influenced the function of the language based on the people who is used the language in the society.

## **2. Language**

Language exist as a system of symbols, in terms of abstract thingking and senses, it reveals a method and pattern to describe the objective world. From another perspective, language system and language structure's difference reflected our different recognition of the world in some degree. In addition, as a kind of historical and cultural heritage, during the process of using it, the language in a certain sense, reflects the formation of cultural traditions, evolution of civilization, national spirit creation, social life improvement.

According to Holmes (2001) females and males have developed different pattern of the use of language in which females are more linguistically polite than male. Female tend to speak less forcefully than males, while males tend to swear much more than females. For example, Holmes stated that many researchers found that in male conversation, the content of that talk focused on sports, aggressif, competition, teasing and doing things. On the other hand, in female conversation, it was focused on the self, feelings, affiliation with others, home,

and family. They agree that males speak more than females do. It is also reported that females use more polite forms and more compliments than males. Language use consist of the socially and cognitively determined selection of behaviours according to the goals of the speaker and the context of the situation.

### **3. Gender**

A major topic in sociolinguistics is the connection, if any, between the structures, vocabularies and ways of using particular language and the social roles of the men and women who speak these language. In such a view, gender must be learned a new in each generation. Cameron (1998b, pp. 280–1) states that view in a slightly different way:

Men and women are members of cultures in which a large amount of discourse about gender is constantly circulating. They do not only learn, and then mechanically reproduce, ways of speaking ‘appropriate’ to their own sex; they learn a much broader set of gendered meanings that attach in rather complex ways to different ways of speaking, and they produce their own behavior in the light of these meanings.

Performing masculinity or femininity ‘appropriately’ can not mean giving exactly the same performance regardless of the circumstances. It may involve different strategies in mixed and single-sexed company, in private and public settings, in the various social positions (parent, lover, professional, friend) that someone might regularly occupy in the course of everyday life. Gender is also something we can not avoid, it is part of the way in which societies are ordered around us, with each society doing that ordering differently.

As Eckert and McConnell-Ginet (2003,p.50) say. “The force of gender categories in society makes it impossible for us to move through our lives in a nongendered way and impossible not to be have in a way that brings out gendered behaviour in others”. Gender is a key component of identity. Gender is relational and refers not simply to women and men but to the relationship between them. It also differs from many of the other attributes which are culturally and (linguistically) salient in being, or appearing to be, a binary opposition. It is not thought of as continuum like age, or as multivalued variable like geographical origin and ethnicity, but as a system in which there are only two possibilities: a person must be either a woman or a man, not both and not neither. This encourages the perception that studying gender means studying the differences between men and women.

a. Language and gender

Broadbridge (2003:3) states that within the culture remain deep rooted beliefs about how men and women behave and are supposed to behave. A major part of this is based upon how people speak, and has developed into the field or *folklinguistics*. These beliefs are illustrated by the large number of etiquette books which were popular around the turn of twentieth century. It is illustrated how women are seen as being linguistically deficient in comparison to men. Gradually over the course of the twentieth century, due in part of example to women’s role in the war effort, opinions of woman began to change, culminating in the sexual revolution of the sixties and the seventies. This led to a reexamination of women’s language and also to a discussion of the power relationship at work in speech.

There views of women as being somehow 'abnormal' or 'inferior' in their style of speech were change.d, as researchers began to examine language in detail and inequalities within it.

Lakoff's (1975) discusses the differences between women and men's language, seeing them as a differences, not abnormalities. These observation led to a series of paper which set out to examine these claims. This became in part a discussion od male dominace over women as to certai extent folklinguistics' belifs were confounded as men were discovered to talk more than women and dominate conversations in a series of ways. There were also a large number of pieces od research into differences in the grammatical structures women and men use, as the traditional belief that women are more polite than men.

What then is gender communication? Several have used the term to signify the differences in communication due to biology and others use it to represent differences resulting from social, psychological and cultural interactions. For most researchers gender communication focuses on the expressions used by one gender in the relationships and roles between people. The existence of a difference in gender communication has been a topic of interest for decades with generalizations being made between the sexes. A large volume of work has been published both in the mainstream popular books and in the researcharena with linguistic scholar stressing the differences in communication style.

#### 4. Gender Language Differences

Gender and language are relatively rare disciplines studied in modern linguistics. However, anthropologists have examined the diversity of these male and female languages since the 17th century. In these studies, Lakoff (1975) called attention to linguistic differences between genders, numerous empirical studies have been conducted examining linguistics features related specifically to men and women.

Some experts who are interested in analyzing the language of women and men, said that women have more language intelligence than men. Gray (2001) suggests that this distinction specifically emphasizes that women have verbal intelligence (language) than men. In fact, this instinct of verbal intelligence has been obtained from birth. In Love & Stosny (2008) research, this intelligence is shown through crying, a baby crying harder and longer than a baby boy in response to the stimulus that comes into his mind.

In particular Wardhaugh (1988) observes that there are language differences between men and women. The differences include several linguistic levels with several examples of cases found in the language: (a) Phonological differences. There is a phonological difference between male and female speech. As different variations are found in differences in dialects in the UK. Like the Siberian Chukchi language, on L (and not on P) it often deletes one of the phonemes / n / and / t / when the two meet between two vowels in a word. As, P tells nitvaqenaat while L tells nitvaqaat; (b) Differences in the morphological and lexicon levels. At this level Wardhaugh cites the example put forward by Lakoff



(1975) which states that in English women often use color vocabulary such as mauve, beige, aquamarine, lavender, and magenta; while men do not. In fact, according to Wardhaugh, English also has a vocabulary that is based on gender / gender differences, such as actor - actress, waiter - waitress, master - mistress, etc.

Grimm (2008:8) argues, that these two terms imply both women and men have language uniqueness. Actually both women and men do not fully use different words. The difference lies only in the use of linguistic "preference". In relation to the language and gender we commonly hear today, "male language" or "female language" is used as a generalization of the behavior of "male language" and "female language" (Gray, 2001). Still, Gray says that men in the eyes of women at the time of speech, they are more impressed linear, simple, not comprehensive, do not show emotions, usually in short sentences, and in the form of statements and hierarchical oriented. In contrast, women in the eyes of men are usually those at the time of unstructured speech, sentence construction is usually passive, many use Konjunktiv sentences to show decency, more questions, and tend not to focus on the conversation.

The substance of the language, women also differ from men who rely on logic. Gray (2001) states that women are very involved in feelings in various ways, and often emotionally overwhelming the pressure around. They can not bear the burden alone, need a friend vent to tell the complaints faced. However, women are highly compatible with a variety of jobs and are often called multitasking, able to perform various jobs at the same time. Meanwhile, men tend to give priority to logic. Instinctively, his male side supports him to speak

focused, direct, clear, logical, and goal-oriented after much thought and weighing (Gray, 1998). That is, substantially, the man uses a single focal point to solve the problem in his speech.

## 5. Linguistic Forms

Women in conversation today use language for intimacy. Girls are socialized as children to believe that talk is the glue that holds relationship together, so as adult speaker, conversation for women are negotiation for closeness in which people try to seek and give for community, the women are individual in a network of connection. During some private moment when women get together they talk about feeling and relationship, their work and their family. According to Lakoff (1972:53) there are nine linguistic features such the following:

### a. Lexical Hedges and Fillers.

Hedges or fillers are sign of uncertainty, stupidity or weakness. Hedges are reducing the force of an utterance. Hedging devices explicitly signal lack of confidence. In his book, *Introduction to Sociolinguistics*, Holmes (2001:286) states that “Another study, for instance made a distinction between fillers and hedges with sort of classified as a hedge, while well and you see were describe as ‘meaningless particles’ and assigned to the same category as pause fillers such as *uh, um and ah*”. Holmes opinion quoted from Lakoff theory in his book too, *Introduction to Sociolinguistics* (2001:2:87) state that “So, according to Lakoff, both hedges and boosters reflect women’s lack of confidence.” For example : *well, you see, you know, I think*. It is assigned to the same category as “pause fillers” such as “*uh, um, oh, ah, wait, ehh, yeah*”

From the explanation above, we can conclude that *hedge* or *filler* is a pause that shaped a phrase which contained in the sentence of the conversation to fill the breath pause, information that is not fully accurate, lack of confidence, doubt and confusion that is defined as "*meaningless particles*".

b. Tag Questions

Sort of tag question is much more apt to be used by women than by men. Lakoff (1975) suggested that tag questions are used far more often by women than by men. This form of question avoids assertion of agreeing or disagreeing. Lakoff (1973:55) state that “ sometimes we find a tag question used in cases where the speaker knows as well as the addressee what the answer must be, and doesn’t need confirmation. One such situation is when the speaker is making ‘small talk’, trying to elicit conversation from addressee”. It means that sometimes they use the question tags in cases when the speaker and the recipient already know the answer and do not need any more answers from the other person . the example of the tag question are following :

- *Mark is here, isn't he?*
- *She is very kind, isn't she?*

c. Super polite forms

A polite person makes others feel comfortable, being polite may also involve the dimension of formality. The way a speaker is talking to the listener will depend on their roles in the context. The women tend to use polite word while they communicate with others. People tend to think of politeness simply as matter or saying *please* and *thank you* in the right place. Lakoff (1973) adds

such features are probably part of general fact that women's speech sounds more polite than men's. Lakoff (1975) noted that "women are supposed to be particularly careful to say 'please' and 'thank you'. For instance :

- *Could you open the door **please**?*
- ***Thank you** sir.*

d. Precise Color Terms

Women have their own word to describe the color word. Women usually have more color vocabulary than men. This is supported by Lakoff Theory. Lakoff (1973:49) state that " We might ask why fine discrimination of color is relevant for women, but not for men. A clue is contained in the way many men in our society view other 'unwordly' topics, e.g high culture and the Crunch, as outside the world of men's work, relegated to women and men whose masculinity is not unquestion-able. Men tend to relegated to women things that are not of concern to them, or do not involve their egos.

Among these are problems of fine color diiscrimination. We might rephrase this point by saying that since women are not expected to make decisions on important matters, like what kind of job to hold, they are relegated the non-crucial decisions as a sop. Deciding whether to name a color 'lavender' or 'mauve' is one such sop". Lakoff (1975) which states that in English women often use color vocabulary such as mauve, beige, aquamarine, lavender, and magenta; while men do not. In briefly, that theory reveals that there is a difference in the mention of colors used by women and vice versa. Women have many color vocabulary for example "*purple*" women used "*lavender*" or

“*mauve*” to mention the other color which have the same meaning like *purple*.

For example:

- *The wall is **mauve**.*
- *The shirt is **magenta**.*

e. Adjectives

Some of the adjectives are neutral as to sex of speaker: either men or women may use them. But another set seems, in its figurative use, to be largely confined to women’s speech. Women like to use many adjectives such as *adorable, charming, lovely, beautiful, fantastic, heavenly*, but men seldom use them. Lakoff’s (1975) list of female adjectives includes *adorable, charming, lovely, and di-vine*, Male adjectives are *great, good, terrific and neat*. In our everyday life, we can notice that women like to use many adjective than men.

It can be seen by the following example:

- *It is a **beautiful** dress*
- *These are some shoes with **good** quality*

f. Avoidance of strong Swear Words

Lakoff (1973:50) state that “ The difference between using ‘*shit*’ (or ‘*damn*’, or one of many others) as opposed to ‘*oh dear*’ or ‘*oh god*’ lies in how forcefully one says how one feels- perhaps, one might say, choice of particle is a function of how strongly one allows oneself to feel about something, so that the strength of an emotion conveyed in a sentence corresponds to the strength of the particle”. For example:

- ***Oh dear**, you’ve put the peanut butter in the refrigerator again.*

- *Shit, you've put the peanut butter in the refrigerator again.*

g. Emphatic stress

Quoted from Talbot (2010:38) Lakoff said that women use a firm emphasis with the rise of their intonation let see the example “*what a beautiful dress!*” it shown that women use a firm emphasis over-the-top because they not taken seriously by the other person. For example :

- What a *beautiful* dress!
- It's *brilliant* performance.

The explanation shows that women use emphatic stress to convince the listener of what she is talking about.

h. Vernacular form

Vernacular form is the first language learned by people in the multilingual communities. The variety used for communication in the home with close friends. Simply means a language which is not an official language in a particular contest.

i. Hypercorrect Grammar

Lakoff (2004:80) states that “ Women are no supposed to talk rough”. In the other hand, women should speak smoothly then women use the standard verb form on their speech which makes the sentences sounds more polite.

## 6. Traditional Market

“Market” means a place where goods are dealt in by more than one seller that is reffered to as either a shopping center,traditional market, store, mall, plaza,

trade center or other reference. According to Perpres Nomor 112 tahun 2007, “Traditional Market” means a market that is built and managed by the Government, the Regional Governments, Private Entities, State-Owned Entities and Region-Owned Entities, Including through cooperation, with private entities with such places of business as stores, kiosks, stalls and tents owned/managed by small or medium traders, community self-reliance or cooperative with smallscale enterprises, small capital and dealing in commodities through bargaining.

## **B. The Relevant of Studies**

Here are some studies presented as the result of observation which have been done by the previous researcher in the area of gender language differences.

The first is a thesis conducted by Febriani, Nezayana (2016) with the title Gender Differences in the Use of Linguistic Form in Leap Year Movie. This research was conducted to analyze nine linguistic forms based on Robin Lakoff’s theory. The research use descriptive qualitative as a method by selecting and analyzing the movie script. Meanwhile, there are only 7 out of linguistic form that existed in Leap Year Movie. Man used linguistic forms more than woman with 56.66 % and woman only 43.33 % in the main characters conversations, and man with 31.57 % linguistic forms and woman 68.42% linguistic forms in the main characters with other characters conversations.

The second is a national journal conducted by Xiufang Xia (2013) with the title is Gender Differences in Using Language. It was found that the

differences from the aspects of pronunciation, intonation, vocabulary, syntax, manners, attitudes, and non-verbal differences in using language between men and women.

### **C. Conceptual of Framework**

The myth that stated man shall empower woman has existed for centuries. Women were said as gender that supposed to talk and behave as polite as possible. It created a paradigm in the society that there shall be a limitation of how woman communicate, whether the way they speak, or the words choice they are going to say. Some linguist, specifically sociolinguist have done many researches in the field to gain more understanding towards the language between man and woman.

It related dominantly in the interaction of society though controversy often appears. Realizing this topic is often discussed, but there is not many as it is expected by local university students to analyze, the researcher conduct a research on how is language differences used by both gender. The research used theory of Robin Lakoff. This study focused on the use of linguistic forms that arise by both gender on bargaining price in traditional market



## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research of Design**

This research was conducted by qualitative method design.

#### **B. Source of the Data**

This research will be conducted at Traditional market Jalan K.L. Yos Sudarso Nomor 37. The reason for choosing this area because this study of research focused on bargaining price, as we know that traditional market is a place that dealing the in commodities through bargaining, so it were needed to analyze are there any differences between men and women language on types of linguistic forms in Traditional market. The source of the data had been taken from the conversation of sellers and buyers in traditional market.

#### **C. Instrument of Reseach**

The instrument of this research through observation and video recording. Observation was used to observe the interaction of bargaining price between sellers and buyers in traditional market. Video recording used to record the gender language differences in linguistic forms of process interaction of bargaining between sellers and buyers in traditional market

#### **D. The collecting of the data**

The data of this research had been collected through the following steps:

1. Went to the traditional market to do the observation
2. Recorded the conversation between seller and buyer.

3. Transcribing the script of Conversation between sellers and buyers in traditional market.

#### **F . The technique of Data Analysis**

In analyzing the data, the procedure of the data will be analyzed according to Miles and Huberman (2014) based on the following steps:

1. Data Reduction

In data reduction, data will be identified of all conversation , focusing into each important conversation, and then classified it by selecting the important data that related on the use of linguistic forms. There are some types of linguistic form such as Lexical Hedges and Fillers, Tag Questions, Super Polite Forms, Precise Color Terms, Adjectives and Avoidance of strong Swear Words.

2. Data display

In displaying the data, the data will be simplified in the form of sentence and table. The researcher described the data by tabulating the data that useful to facilitate in compile, calculate and structuring the data had been analyzed in linguistic forms types such as Lexical Hedges and Fillers, Tag Questions, Super Polite Forms, Precise Color Terms, Adjectives and Avoidance of strong Swear Words.

3. Drawing and Verifying Conclusion

The last step was drew of the conclusion and verification. In verification the data was collected to get the gender language differences in the use of linguistic forms which is temporary, after that conclude the data.

## CHAPTER IV

### DATA COLLECTION AND DATA ANALYSIS

#### A. Data Collection

It has been mentioned in chapter III that the data in this research was taken from the conversation between seller and buyer in traditional market. All the conversation then were analyzed and classified according to the types of linguistics forms such as lexical hedges or fillers, emphatic stress, tag questions, vernacular forms, super polite forms, adjectives, avoid coarse language or expletives, precise color terms and hypercorrect grammar.

#### B. Data Analysis

The reseacher found 15 conversations between sellers and buyers in traditional market. After heard all of the conversation between sellers and buyers were analyzed and classified based on the types of linguistic forms. From 9 linguistics forms, only 6 of them existed. They were lexical hedges and fillers, tag questions, super polite forms, precise color terms, adjectives and avoidance of strong swear words. The descriptions of the analysis result were elaborated into the following sections.

##### 1. Types of Linguistics forms

###### a. Lexical Hedges or fillers

Hedges or fillers are sign of uncertainty, stupidity or weakness. Hedges are reducing the force of an utterance. Here is the sample which contain hedge:

*Buyer(woman): oh iya. Ini jengkol aku bang.*

*Buyer(woman): oh bang.*

*Buyer(woman): oh. Pak ini warnanya ini aja?*

*Buyer(woman) : oh 5 kilo aja la*

*Seller(woman): oh rata. Mau warna apa?*

*Buyer(woman): oh kunyit busuk. Hitamnya gaada ya?*

*Buyer(woman):coba-coba, oh mereng dia. Berapa ini kak?*

*Seller(woman): oh 4 tahun.*

*Seller(man): oh iya. Ini warna abu-abu bang. Kombinasi.*

*Seller(man): oh iya bang.*

*Seller(woman): oh jilbabnya aku pilihkan aja ya bang. Kalo itu polos,  
jilbabnya yang corak bang, biar cantik dia, nyambung.  
Haa yang ini nyambung ini.*

*Buyer(woman) : ini lah warna coklat susu. Tunggu, warna merah marron  
atau coklat susu ya?*

*Buyer(woman): hmmm*

From the explanation and the examples above, so we can conclude that they use hedges and fillers on a conversation to fill the breath pause. Information that is not entirely accurate, lack of confidence, uncertainty and doubt.

## b. Tag Questions

Tag questions are used far more often by women than by men. This form of question avoids assertion of agreeing or disagreeing. We can see the conversation between sellers and buyers below:

*Buyer(woman) : Dapat lah ya. 40 lah ya?*

*Buyer(woman) : ini beli 2 kok dek. Yang ini 25 ribu, yang ini jadi 30 ribu ya?*

*Buyer(woman): Ini lah warna coklat susu. Tunggu, warna merah atau coklat susu ya?*

*Buyer(woman) : Ini. Udah jumbo ini kan?*

*Buyer(woman) :Tapi sekarang minimalis yang musim. Ini minimalis kan?*

*Buyer(woman) : Iya. Yang ini 2 10 x 3 10 kan? Yang dibawa pulang itu kan?*

From those conversation, we can see that women tend to use tag questions than men. They used tag questions to seek the answer from addressee. Sometimes we find a tag question used in cases where the speaker knows as well as the addressee what the answer must be, and doesn't need confirmation. One such situation is when the speaker is making 'small talk', trying to elicit conversation from addressee". It means that sometimes they use the question tags in cases when the speaker and the recipient already know the answer and do not need any more answers from the other person

### c. Superpolite forms

A polite person makes others feel comfortable. Women tend to use polite words such as “*do you mind?, thank you, could it be...?*” it can be seen in the following conversation:

*Buyer(woman): Iya bang. 32 ribu kan?*

*Seller(man): iya.*

*Buyer (woman): Makasih bang.*

The buyer (woman) uses superpolite forms “*makasih bang*” to show her respect to another person. The form of women’s language is reputed to be more polite than man.

### d. Precise Color Terms

Women tend to use kinds of color such as pink, women can divided pink into some color like magenta, babypink, soft pink, pink fanta, pink salem and etc, women can divided brown color into some color like milk brown, milo, soft brown. But men dont do it. Men just know pink only have one color, just only pink and brown too. We can see the conversations between sellers and buyer below:

*Buyer (woman): yang ini gak ada warna? Warna soft pink gitu*

*Buyer (woman): Warna soft pink gaada bang? Baby pink gitu*

*Buyer (woman): ini warna coklat susu ya.*

*Seller(man): iya coklat dek*

Buyer(woman): ini maroon yaa?

Buyer (woman): ini lah warna coklat susu. Tunggu, warna merah maroon  
apa coklat susu ya?

Buyer (woman): Coklat susu ajalah bang.

Buyer(woman): ini coklat susu ya bu?

Buyer(woman): pokoknya badannya agak besar pak. Warna biru dongker,  
hitam. Itu apa itu pak?

Buyer(woman): dongker itu pak. Yang dongker itu aja lah pak. 110ribu  
ya?

Seller (woman): iya kak. Ini yang rata adanya warna putih sama merah  
bata. Eh kunyit busuk

Seller (woman) : ini kak. Warna merah ceri. Warna lain habis.

Buyer (woman): Buk ini yang merah maroon berapa?

Buyer (woman): ini yang coklat tua ini buk?

Buyer(woman): yang ungu manggis ini berapa buk?

Buyer(man): dia sih sukanya warna pink.

Seller(woman): ini pink, pink apa pink soft. Ini ada juga ni pink salem,  
agak lembut warnanya. Agak tua tapi lembut. Ini abang  
tengok yang mana. Ini abu-abunya. Abu-abu rokok juga

*ada. Ini pink fanta. pink fanta agak cerah memang.  
Terserah abang lah mau yang mana.*

*Seller (woman): jangan yang cerah yauda lah yang 2 ini. pink salem sama  
soft pink. Itu juga ada yg baby pinknya.*

*Seller(woman): ini yang soft pink? Mana lagi bang? Jilbabnya gak  
sekalian?*

From the data above, it categorized as precise Color terms. Women have own word to describe color words. And they tend to use these words. But men does not do it. Men just know pink, grey, brown and etc, but women can divided pink, brown, grey into some color.

#### **e. Adjectives**

Woman like to use many adjectives such as adorable, charming, lovely, beautiful, fantastic but men seldom use them. Male adjectives are great, good, terrific and neat. In our everyday life, we can notice that women like to use many adjective than men. Adjectives differences presented in the following conversation between sellers and buyers:

*Buyer(woman): tapi motifnya cantik. Kalau yang ini sama celananya ya  
pak?*

*Buyer(woman): ini cantik juga. Cuma kebesaran*

*Seller (woman): Iya pilih dulu sana bu yang cantik*



*Buyer(woman): gak suka pednya. Ped nya lebih cantik yang kayak gini.*

*Buyer(woman): ini, belum pandai jalan. Kalau udah pandai jalan kan cantik. Ngelesot ngelesot nanti dia kan*

*Seller(man): 80 gak dapat bang. Gini aja lah ya harga pas aja 95ribu. Ini udah paling bagus barangnya.*

*Buyer(man): Bagus ini?*

*Seller(man): Bagus ini, yang bagus new era, ando sama homyped.*

*Seller(man): Putih bagusnya ini bang, ini yang sedang*

*Buyer(man): semua bajunya bagus. Saya bilang, beli dimana pak Is? Itu di pajak Titipapan katanya*

*Seller(woman): Oh jilbabnya aku pilihkan aja ya bang. Kalo itu polos, jilbabnya yang corak bang, biar cantik dia, nyambung. Haa yang ini nyambung ini.*

The words “*cantik*” and “*bagus*” explained as adjective, where women tend to use “*cantik*” as adjective and men tend to use “*bagus*” to shown adjective.

#### **f. Avoidance of strong Swear Words**

Women avoid using swear words and dirty words. The difference between using ‘shit’ (or ‘damn’, or one of many others) as opposed to ‘oh dear’ or ‘goodness’ or ‘oh fudge’ lies in how forcefully one says how one feels – perhaps,

one might say, choice of particle is a function of how strongly one allows oneself to feel about something, so that the strength of an emotion conveyed in a sentence corresponds to the strength of the particle. The conversation between seller and buyer below shows expletives:

*Seller(woman): ya Allah gak bisa lah bang kalau 50%. Udahlah ini kubuat  
110ribu aja, jilbabnya 20ribu*

From these conversation, can be seen that woman use swear words “*ya Allah(Oh God)*” and men rarely to do it.

## **2. The Implications of Linguistics Forms**

After getting the realizations, the analysis was conducted to derive the dominant types of linguistic forms in the conversation between sellers and buyers in traditional market script. To make the reader easier to see the occurrences of linguistic forms in data, the frequency can be seen on the table in appendix II.

Based on the table 4.1 we can see that there are linguistic forms types. They were divided nine aspects according to Lakoff theory. But in this research, the researcher only found 6 linguistics forms such as Lexical Hedges and Fillers, Tag Questions, Super polite forms, Precise Color Terms, Adjectives and Avoidance of strong swear words.

Based on the table 4.2, the total number of linguistics forms type in conversations between seller and buyers were 63. The dominant linguistic form is Precise Color Terms with total number 30 (for both gender). Each gender has their own dominant linguistic forms. Man (seller and buyer) mostly used adjectives and woman (seller and buyer) mostly used precise color terms.

The finding showed that the women uses Precise Color Terms more than men. It has confirm the theory of Lakoff that women tent to use Color words and they have own word to describe the color.

### **C. Research Fingdings**

The findings of this study showed that:

1. There were 6 linguistic forms that used in the conversation between sellers and buyers. They are Lexical Hedges and Fillers, Tag Questions, Super polite forms, Precise Color Terms, Adjectives and Avoidance of strong swear words.
2. The total number of linguistics forms type in conversations between seller and buyers were 63. The dominant linguistic form is Precise Color Terms with total number 30 (for both gender). Each gender has their own dominant linguistic forms. Man (seller and buyer) mostly used adjectives and woman (seller and buyer) mostly used precise color terms. The finding showed that the women uses Precise Color Terms more than men. It has confirm the theory of Lakoff that women tent to use Color words and they have own word to describe the color.

### **D. Discussion**

The percentage that appeared on the table above, it was obtained based on the words was expressed of the conversation between sellers and buyers. The data analysis previously showed that there were 6 types of linguistic form used in the conversation between seller and buyer at the traditional market. The conversation involved both genders who wee in this case, as a small scale to determine gender language differences in terms of language use. Both gender had their own dominant linguistic form based on the social context they were in.

The theory of Lakoff (1973) punctuated the linguistic forms as the woman language features. Nevertheless, this was not in line with the result of analysis conducted in the other researcher, included this research. Even this research still found the differences language itself.

The other research by Febriani Nezayana have proved that her findings was a little bit different. The title is “Gender Differences in the used of Linguistic Form in Leap Year Movie”. She was conducted to determine whether men and women were different from linguistic form used. She observed that there were 7 linguistic forms used of *Leap Year Movie*. They were Lexical Hedges and Fillers, Emphatic Stress, Tag Questios, Avoidance of strong swear words, Super polite Forms, Vernacular Forms and Adjectives.

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusions

Having analyzed the data, conclusions are drawn as the following.

1. According to Lakoff theory, there were nine linguistic forms types, but the reseacher only found 6 of them. There were Lexical Hedges and Fillers, Tag Questions, Super Polite Forms, Precise Color Terms, Adjectives and Avoidance of Strong Swear Words.
2. The total number of vocabulary differences aspects were 63. They were divided into 9 types of linguistic forms. They were 13 Lexical Hedges and Fillers, 6 Tags Questions, 1 Super polite forms, 30 Precise Color Terms, 12 Adjectives , 1 Avoidance of strong Swear Words, 0 Vernacular Forms, 0 Emphatic Stress and 0 Hypercorrect Grammar. The dominant linguistic forms is Precise Color Terms with total number 30.

#### B. Suggestions

In relation to the conclusion, suggestions are staged as in the following.

1. For the students especially for English Department, the researcher suggest to learn more about gender language differences in order to get the clear understanding and deep comprehending. It can also give the contribution for English learners.
2. For the lecturers who want to teach about gender language differences are suggestion to give explanation as clear as possible in order to get the clear

understanding and deep comprehending for students. For the other reseachers are the suggestion to analyze the data as accurate as possibple.

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## **APPENDIX I**

Those are the conversation between sellers and buyers in Traditional market.

### **Seller (Man) and Buyer(Woman)**

- Conversation I

Seller: kalau mau yang besar yang hitam itu lah

Buyer: yang hitam itu yang belakangnya panjang kan bang?

Seller: Iya

Buyer : Berapa ini bang?

Seller: 50 ribu.

Buyer: Gak kurang?

Seller: 45 lah.

Buyer: Alaa 40 aja kenapa, ya? 40 lah

Seller: Gak kurang lagi, gak dapat.

Buyer: Langganan pun kayak gitu loh bang

Seller: Mau cemani lagi memang segitu harganya.

Buyer: Dapat lah ya? 40 lah ya?

Seller: Ga dapat bu.

Buyer: yauda 1 ya bang.

- Conversation II

Buyer: jengkol bang.

Seller: ini yang besar, ini yang sedang, ini yang kecil.

Buyer: 3 versi bang?

Seller: iya 3 versi. Ini yang besar

Buyer: itu berapa?

Seller: 40 ribu

Buyer: ah, itu yang sedang berapa?

Seller: 32 ribu

Buyer: gak 30 ribu bang?

Seller: ga dapat kak.

Buyer: aku bingung mau yang mana. Yang besar apa yang sedang ya?

Seller: dua dua nya lah

Buyer: aku gak di kasih plastik ini bang?

Seller: ini kak. Jadi gak buka lagi toko yang disana kak?

Buyer: engga bang. Abang suka berkelana kan? Daerah mana aja yang udah kau pijak bang?

Seller: semua daerah udah kupijak kak. Cuma Batam lah yang belum kupijak.

Buyer: oh iya. Ini jengkol aku bang.

Seller: sekilo aja ?

Buyer: Iya bang. 32 ribu kan?

Seller: iya.

Buyer: makasih bang.

Seller: ok

- Conversation III

Buyer: berapa bajunya ini dek?

Seller: itu 35 ribu

Buyer: ini?

Seller: ini 25 ribu. Lihat ukuran

Buyer: ini 35 ribu? Gak kurang ini dek?

Seller: engga udah obral. Ini kan tangan panjang, celana panjang. Kalo ini yang pendek 25ribu aja. Sampai no 8 dia 25ribu

Buyer: ini gak kurang ini? 30 ribu aja kenapa dek

Seller: iya bu, ga dapat. Kalo dapat kita kasih.

Buyer: iyalah 30 ribu

Seller: ga dapat, kalo dapat ngapain kita tahan tahan.

Buyer: ini beli 2 kok dek. Yang ini 25 ribu yang ini jadi 30 ribu ya?

Seller: Bentar ya bu kutanya dulu .

Buyer: ok

Seller: yauda bu boleh katanya, 2 aja?

Buyer: iya dek. Jdnya 55 ribu kan?

Seller: iya .

- Conversation IV

Buyer: yang ini gak ada warna bang:

Buyer: oh bang.

Seller: iya

Buyer: yang ini gak ada warna? Warna soft pink gitu.

Seller: ga ada kak. Kemarin habis. Warna abu abu ada kemarin

Buyer: Warna soft pink gaada bang? Baby pink gitu

Seller: ga ada

Buyer: ini warna coklat susu ya.

Seller: iya coklat dek

Buyer: ini maroon yaa?

Seller: iya bisa dibilang maroon

Buyer: berapa ini bang?

Seller: 35 ribu

Buyer: gak kurang:

Seller: iya kita harga obral aja

Buyer: ini lah warna coklat susu. Tunggu, warna merah maroon apa coklat susu ya?

Seller: pilih aja. Kan ada kawannya itu. Tanya.

Buyer: Coklat susu ajalah bang.

Seller: iya dek

- Conversation V

Buyer: pak, baju koko untuk anak anak ada? Untuk smp gitu.

Seller: smp, sama celana gitu?

Buyer: iya sama celana pak.

Seller: ini semua ini

Buyer: ini nomornya ada ya pak?

Seller: ada. Smp kelas berapa dia?

Buyer: kelas 2 . Badannya agak besar.

Seller: agak besar ya. Kasih nomor 12 atau ukuran S.

Buyer: coba mana pak?

Seller: smp kelas 2?

Buyer: hmmm

Seller: smp kelas 2 umurnya 10 tahun?

Buyer: pokoknya badannya agak besar pak. Warna biru dongker, hitam. Itu apa itu pak?

Seller: ini lebih besar lagi. 12 berarti umurnya 12 tahun.

Buyer: ini?

Seller: ini 14

Buyer: ini warna... warna apa ini ya?

Seller: coklat.

Buyer: coklat susu. Kayaknya ini kebesaran lah. Kalau yang hitam tadi?

Seller: tengok aja, kecil nomornya saya rasa.

Buyer: tapi motifnya cantik. Kalau yang ini sama celananya ya pak?

Seller: iya sama celananya.

Buyer: berapa ini pak?

Seller: 125ribu.

Buyer: gak kurang?

Seller: 110ribu aja.

Buyer: mau lah pak

Seller: untuk siapa? Keponakan?

Buyer: untuk adik pak

Seller: paling kecil?

Buyer: engga, yang paling kecil ada lagi cewek 5 tahun.

Seller: berarti bapak masih muda lah.

Buyer: masih.

Seller: berapa umur bapak?

Buyer: 44

Seller: bapak 44? Muda kali yaa. Jadi umur yang paling besar berapa?

Buyer: yang paling besar kakak umur ... tahun 93

Seller: berarti 21 tahun?

Buyer: engga lah, 25tahun.

Seller: berarti bapak nikah cepat ya.

Buyer: iya nikah muda, 19 tahun nikahnya.

Seller: saya aja udah 48, anak saya baru tamat tahun semalam. Saya umur 30 baru nikah.

Buyer: oh. Pak ini warnanya ini aja?

Seller: iya kalo yang itu, itu. Cuma itu aja

Buyer: yang nomor 12?

Seller: iya. Ini gak bermotif dia.

Buyer: ini sama? nomor 4.

Seller: kebanyakan nomor 10 dia. Kalau ada nomor 12 udah tu masuk S dia.

Buyer: ini cantik juga. Cuma kebesaran

Seller: biru aja.

Buyer: dongker itu pak. Yang dongker itu aja lah pak. 110ribu ya?

Seller: iya 110. Jd apa kerja ayah disana?

Buyer: apa pak... berkebun

Seller: berkebun sawit lah ya?

Buyer: iya

Seller: jadi mamak disini lah ya.

Buyer: disana pak, sama adik 2. Saya disini sama kakak.

Seller: kakak kandung juga?

Buyer: iya kakak kandung

Seller: yang diantar tadi?

Buyer: engga. Itu kakak sepupu. Beli ya pak.

Seller: iya jual ya.

**Buyer (woman) and Seller(Woman)**

- Conversation VI

Buyer (woman) : ubinya

Seller (woman): 5?

Buyer (woman): pilih dulu

Seller (woman): Iya pilih dulu sana bu yang cantik

Buyer(woman): yang gede bu

Seller (woman): yang gede rada dibawah kak.

Buyer(woman): dimana bu?

Seller(woman): bawahla pokoknya, cari yang dibawah kak

Buyer(woman): dah, berapa itu bu?

Seller (woman): 4 kilo kurang dikit

Buyer (woman): mana lagi ini ya?

Seller (woman): pokoknya dibawahla, aku kasih tau bu

Buyer(woman) : udah, itu 5 kilo

Seller (woman): 6 kilo ini kak

Buyer(woman) : oh 5 kilo aja la

Seller(woman) : iya udah ini

Buyer(woman) : titip dulu ya

seller (Woman): iya

buyer (woman): ini ( sambil memberi uang )

seller(woman) : 5



buyer(woman) : 25?

Seller(woman): enggala, 22500.

Buyer(Woman): berapa sekilonya ?

Seller(woman): 4500

Buyer (woman): 4500? Semalam 4000

Seller (woman): semalam beda kak

Buyer (woman): ga tentu harganya?

Seller (woman) : iya kalau turun ya aku turunkan kak

Buyer (Woman): iya titip ya bulek

Seller(woman): iya kak.

- Conversation VII

Buyer : ini panjang belakangnya ya bu?

Seller:ga panjang kali

Buyer: kalo yang panjang belakang ada ga? Eh yang rata aja maksud aku

Seller: oh rata. Mau warna apa?

Buyer: hitam bu

Seller: hitam ya, bentar ya

Buyer: ini coklat susu ya bu?

Seller: iya kak. Ini yang rata adanya warna putih sama merah bata. Eh kunyit busuk.

Buyer: oh kunyit busuk. Hitamnya gaada ya?

Seller: gaada kak.

Buyer: kalo yang model panjang gini warna hitamnya gaada?

Seller: gak ada.

Buyer: gak ada lagi ya.

Seller: yang ini?

Buyer: gak suka pednya. Ped nya lebih cantik yang kayak gini.

Seller: ped kecil gitu ya?

Buyer: iya ped kecil.

Seller: ini ada kayak gini yang hitamnya.

Buyer: tapi ini beda kan, ini kan sampe bawah.

Seller: ini juga

Buyer: coba-coba, oh mereng dia. Berapa ini kak?

Seller: 85 bisa kurang.

Buyer: 40 ya.

Seller: 40 belum dapat kak. 55 lah saya kasih.

Buyer: 40 lah

Seller: panjang kak, panjang standardnya 50 kak e.

Buyer: dah lah 45

Seller: 50 lah kak.

Buyer: 45 gabisa?

Seller: modalnya aja itu kak. 5ribu perak nya aku ngambil kak

Buyer: jadi 45 gabisa ?

Seller: gabisa kak.

- Conversation VIII

Buyer: gak kurang lagi ? sama itu lagi kak

Seller: sama mana kak?

Buyer: itu kak. Aku cari henna kak. Mana warna henna kak?

Seller: ini kak. Warna merah ceri. Warna lain habis

Buyer: gaada warna putih kak?

Seller: gaada kak.

Buyer: yauda, itu aja la kak. Berapa itu kak?

Seller: 21ribu. 20ribu aja

- Conversation IX

Buyer: Buk ini yang merah maroon berapa?

Seller: 25 ribu kak.

Buyer: kemarin itu 20 ribu kak

Seller: naik kali modalnya buk.

Buyer: 20 ribu aja kenapa buk.

Seller: ga dapat kak

Buyer: yang 20ribu yang mana buk?

Seller: itu kak

Buyer: ini yang coklat tua ini buk?

Seller: iya kak

Buyer: yang ungu manggis ini berapa buk?

Seller: 25ribu kak

Buyer: 22ribu laa. Biar aku ambil 1

Seller: ga dapat kak. Modalnya aja selusin udah tinggi

Buyer: is ibu ini lah.

Seller: iya lo kakakku

Buyer: yauda aku mau 1 lah buk.

Seller: yang mana kak?

Buyer: yang itu kak.

Seller: nomor berapa? 40?

Buyer: 38 aja kak

Seller: ok kak.

- Conversation X

Seller: mana kak?

Buyer: ini, belum pandai jalan. Kalau udah pandai jalan kan cantik. Ngelesot  
ngelesot nanti dia kan

Seller: jorok yakan

Buyer: iya kak. Kakaknya bisa kalau yang ini

Seller: kakaknya umur?

Buyer: Kakaknya umur 4 tahun.

Seller: oh 4 tahun.

Buyer: kayak gini la ya, tapi agak lebih besar lah ya

Seller: iya ada ukuran kok kak

Buyer: nanti lah kesini lagi bawa orangnya dulu

Seller: ga pas nanti yakan

Buyer: iya kecil badannya tapi nanti dipakein baju haa

Seller: iya badan kan beda beda. Kalau laki laki bisa aja ditaksir taksir. Karna model bajunya gitu gitu aja

Buyer: iya kak. Yauda besok aja yaa

Seller: iya kak

- Conversation XI

Seller: yang biasa mau tuh?

Buyer: berapa? Harga jual lah.

Seller: itu tengok dulu yang merah tu. Belum lagi tampak barangnya. Itu mau?

Buyer: mana? Ini?

Seller: haa.

Buyer: ini udah jumbo ini kan?

Seller: 20 senti bedanya. 20 senti bedanya 50 ribu.

Buyer: jadi berapa?

Seller: 420ribu

Buyer: 400 ya, mau kujual lagi.

Seller: gak dapat

Buyer: bisa kita gelar dulu manatau jadi biar ditengok dulu. Harga jual letak tu yaa

Seller: iya

Buyer: pas ini warna merah dengan hiam.biar ga nampak kotor nanti. udah bolak balik aku dari sini. Kata bapak itu tunggulah bentar lagi datang dia. Yang mana ini yaa, jadi nya ini.

Seller: ukuran meternya ini, 2 meter 30 nya x 3 10 . Pasti cukup diruangan.

Buyer: ini berapa?

Seller: 2 meter 30 x 3 10. Yang dilipat ini 21 x 31. 20 senti aja beda nya. Pasti muat kalau diruangan .

Buyer: bikin dulu ukurannya biar nanti ditanya orang biar tau aku ukurannya yang segini segini yakan. Aku gak tau kali ukuran ambal. Taunya 3x4, 2x3. Yang ukuran segini udah biar kemari aku ambil, capek capek aku kesambu lagi. Jangan mahal mahal , bikin harganya ya.

Seller: ambal 3x 4 jumbo, 2x3 jumbo, 2m 90 x 2m 60, 2m 30 biasa, 1m 60 x 2m, moderno, paradise, almaya. Ini yang harga ini merek nya moderno,paradise,almaya. Ini pokoknya ada tulisannya

Buyer: harganya sama?

Seller: almaya pakai rumbai dia ujungnya. Dia motifnya bunga macem permadani gitu. Harganya sama semua. Pokoknya inilah dia harganya.

Buyer: jadi ini motifnya bunga semua?

Seller: engga, motifnya terserah. Mau minimalis. Ini yang bunga.

Buyer: tapi sekarang minimalis yang musim. Ini minimalis kan?

Seller: iya, minimalis. Ini ukuran meternya, ini panjangnya. Namanya 3x4 jumbo.

Buyer: iya. Yang ini 2 10x 3 10 kan? Yang di bawa pulang itu kan?

Seller: iya.

Buyer: kasihkan dulu nomor hpmu

Seller: ini nomor hpku.

### **Seller (Man) and Buyer(Man)**

- Conversation XII

Buyer: Ada sepatu merk ardiles?

Seller: Ardiles gak ada, yang ada new era, ando

Buyer : New era itu ukuran 42 ada ?

Seller: Ada, warna apa maunya?

Buyer: Warna hitam lah

Seller: Ini ukuran 42 nya.

Buyer: Berapa harganya ini kira-kira bang?

Seller: Ini harganya 125ribu

Buyer: Bisa kurang?

Seller: Bisa

Buyer: 80ribu bisa?

Seller: 80 gak dapat bang. Gini aja lah ya harga pas aja 95ribu. Ini udah paling bagus barangnya.

Buyer: Bagus ini?

Seller: Bagus ini, yang bagus new era, ando sama homyped.

Buyer: yaudalah bang ukuran 42

Seller: Ini ukuran 42 . gak dicoba dulu?

Buyer: gak lah bang, 42 udah cocok ini.

Seller: Oke bang.

- Conversation XIII

Buyer: kena kena apa ini ya bang?

Seller: Lipatan aja itu

Buyer: oo kacanya disini

Seller: iya bang

Buyer: berapa ini bang?

Seller: 180ribu

Buyer: ga dapat 150 ribu?

Seller: 170ribu lah bang

Buyer: 160ribu lah ya

Seller: yaudalah bang. Hitam apa coklat ini?

Buyer: hah?

Seller: hitam apa coklat? Hitam? Coklat aja?

Buyer: masih bingung

Seller: udah, nanti siang kemari lagi.

Buyer: hitam ajalah bang.



- Conversation XIV

Buyer: selendang ada bang?

Seller: putih bagusnya ini bang, ini yang sedang.

Buyer: polos?

Seller: polos. Ini polos juga tapi ada motif dikit.

Buyer: kombinasi ada?

Seller: ini kombinasi . Gak saya pajang putihnya takut kotor.

Buyer: iyalah. Mana tadi biru jubahnya tadi bang? Mau lihat aku yang biru tadi.  
L itu ya?

Seller: L. Abang M kan?

Buyer: iya bang.

Seller: Hitam bang. L pula yang birunya. L sama XL.

Buyer: udahla bang kalo gak ada.

Seller: ada bang nanti saya lihat dulu.

Buyer:tapi aya bisanya hari Minggu saja. Hari biasa kan kerja.

Seller: oh iya. Ini warna abu-abu bang. Kombinasi.

Buyer: abu- abu udah ada bang.

Seller: coklat, hitam. Ini bang 1 lagi.

Buyer: berapa ini bang?

Seller: 180ribu bang.

Buyer: gak kurang bang?

Seller: bisa, kurang dikit.

Buyer: selendangnya?

Seller: yang ini 45ribu,yang ini 75ribu.

Buyer: abang jual cincin juga?

Seller: dikit aja bang untuk cantik cantikin steling aja

Buyer: dirumahku pun ada lah beberapa cincin.

Seller: oh iya bang.

Buyer: ini yang biru kilat ya bang.

Seller: iya, yang putihnya itupun kilat. Tapi gak kelihatan kali. Kalau yang biru kilat, tebal lagi dia

Buyer: Kalau M , L pas

Seller: abang kan pake baju 2 itu. Kalo dibuka lagi bajunya, turun itu.

Buyer: kalo L kebesaran yakan . orang dekat rumah saya langganan abang.

Seller: siapa tu?

Buyer: Pak Iskandar.

Seller: Veteran?

Buyer: engga, dia dosen apa di.. Triguna. Dia sering kemari, katanya di pajak Titipapan pokoknya.

Seller: dosen yang tinggi, besar itu?

Buyer: enggak, pendek dia. Se saya lah. Berjenggot juga lah.

Seller: siapa ya?

Buyer: semua bajunya bagus. Saya bilang, beli dimana pak Is? Itu di pajak Titipapan katanya.

Seller: tinggal mana bang?

Buyer: itu tanah 600. Ini gak kurang lagi bang?

Seller: bisa bang Insyaallah. Berapa potong abang ambil?

Buyer: 2

Seller: biru sama ? putih?

Buyer: iya bang. Untuk jumat sama ngaji. Yang biru untuk harian. Kadang mau juga acara-acara dinas pakai putih.

Seller. Iya betul itu.

Buyer: ini ga nampak kilatnya kan?

Seller: nampak itu bang. Ini kulipat gini aja ya bang. Kilat ini sama kayak yang itu. Ini coklat bang

Buyer: nanti lah. Kan masih banyak stocknya kan?

Seller: insyaallah.

Buyer: nanti kalo ada rezeki kemari lagi. Sore sampe jam berapa ?

Seller: sebelum ashar bang. Tapi kalo abang mau apa saya tunggu gak apa-apa.

Buyer: wah belum pulang saya. Telpon ajala nanti.

Seller: iya telpon aja. Nanti saya kasih nomornya.

Buyer: saya dikasih murid saya juga digital dzikir kayak gitu. Baru pulang umroh dia

Seller: abang ngajar dimana bang? Dosen juga bang?

Buyer: saya ngajar di smp 7.

Seller: maaf ya bang ga dilipat, gini aja ya bang.

Buyer: iya bang gak apa-apa.

### **Seller(woman) and Buyer(Man)**

- Conversation XV

Seller: cari apa bang?

Buyer: baju.

Seller: untuk siapa bang?

Buyer: Istri.

Seller: mau warna apa bang? Mau model kayak mana?

Buyer: dia sih sukanya warna pink.

Seller: iya sih biasanya cewek sukanya warna itu

Buyer: coba lihat mana warna nya

Seller: ini pink soft. Ini ada juga ni pink salem, agak lembut warnanya. Agak tua tapi lembut. Ini abang tengok yang mana. Ini abu-abunya. Abu-abu rokok juga ada. Ini pink fanta. Pink fanta agak cerah memang. Terserah abang lah mau yang mana.

Buyer: jangan yang cerah.

Seller: jangan yang cerah yauda lah yang 2 ini. pink salem sam soft pink. Itu juga ada yg baby pinknya.

Buyer: yang itu aja lah.

Seller: ini yang soft pink? Mana lagi bang? Jilbabnya gak sekalian?

Buyer: jilbabnya yang cemani biasanya?

Seller: oh jilbabnya aku pilihkan aja ya bang. Kalo itu polos, jilbabnya yang corak bang, biar cantik dia, nyambung. Haa yang ini nyambung ini.

Buyer: iyaa kak.

Seller: mana lagi bang? Tuh baju tidurnya ada bang. Gak sekalian?

Buyer: gausa dulu lah.

Seller: ini aja bang?

Buyer: berapaan ya?

Seller: kalo yang ini dia 120 ribu bang. Jilbabnya 30 ribu.

Buyer: gak kurang?

Seller: kurang dikitlah, abang mau berapa?

Buyer: discountlah 50%.

Seller: yaAllah gak bisa lah bang kalau 50%. Udahlah ini kubuat 110ribu aja, jilbabnya 20ribu.

Buyer: yaudah kak.

## APPENDIX II

The frequency of linguistic forms in the conversation between sellers and buyer at the traditional market can be seen on the table 4.1 below:

Table 4.1

### Data Analysis

No.	Linguistics Forms	Buyer		Seller	
		♂	♀	♂	♀
1	Lexical Hedges or Fillers	-	11	2	-
2	Tag Questions	-	6	-	-
3.	Super Polite Forms	-	1	-	-
4.	Precise Color Terms	1	16	1	12
5.	Adjectives	2	4	4	2
6.	Avoidance of strong swear words.	-	-	-	1
7.	Vernacular Forms	-	-	-	-
8.	Emphatic Stress	-	-	-	-
9.	Hypercorrect Grammar	-	-	-	-

The percentage of linguistic forms types can be seen on the table 4.2 below:

Table 4.2

Proportion of Linguistic forms types

No	Linguistic Forms		Percentage
1	Lexical Hedges and Fillers	13	20.63%
2	Tag Questions	6	9.52%
3	Super polite forms	1	1.58%
4	Precise Color Terms	30	47.65%
5	Adjectives	12	19.04%
6	Avoidance of strong swear words.	1	1.58%
7	Vernacular Forms	-	-
8	Emphatic Stress	-	-
9	Hypercorrect Grammar	-	-
Total		63	100%