A DISCOURSE ANALYSIS ON CONVERSATION IN TRADITIONAL MARKET IN MEDAN

SKRIPSI

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

By :

MUHAMMAD NAUFAL NUSA
NPM. 1402050280

FACULTY OF TEACHER TRAINING AND EDUCATION
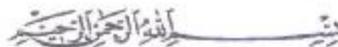**UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA**
MEDAN
2018

BERITA ACARA

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

بسم الله الرحمن الرحيم

Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Kamis, Tanggal 05 April 2018, pada pukul 09.00 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:

Nama   : Muhammad Naufal Nusa
NPM   : 1402050280
Program Studi   : Pendidikan Bahasa Inggris
Judul Skripsi   : A Discourse Analysis on Conversation in Traditional Market in Medan

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

Ditetapkan   : (A) Lulus Yudisium
                    (   ) Lulus Bersyarat
                    (   ) Memperbaiki Skripsi
                    (   ) Tidak Lulus

PANITIA PELAKSANA

Ketua   Sekretaris
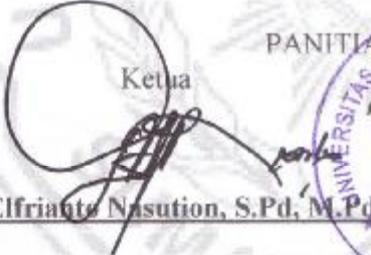
Dr. Elfrianto Nasution, S.Pd, M.Pd   Dra. Hj. Syamsuyurnita, M.Pd
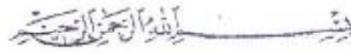
ANGGOTA PENGUJI:

1. Prof. Amrin Saragih, MA, Ph.D

2. Habib Syukri Nst, S.Pd, M.Hum   2.

3. Pirman Ginting, S.Pd, M.Hum   3.

LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Muhammad Naufal Nusa

N.P.M : 1402050280

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : A Discourse Analysis on Conversation in Traditional Market in Medan

sudah layak disidangkan.

Medan, Maret 2018
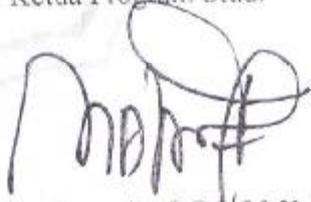Disetujui oleh:
Pembimbing

Pirman Ginting, S.Pd, M.Hum

Diketahui oleh:

Dekan

Ketua Program Studi

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

Mandra Saragih, S.Pd, M.Hum

SURAT PERNYATAAN

بسم الله الرحمن الرحيم

Saya yang bertanda tangan dibawah ini :

Nama Lengkap	:	Muhammad Naufal Nusa
N.P.M	:	1402050280
Prog. Studi	:	Pendidikan Bahasa Inggris
Judul Skripsi	:	A Discourse Analysis on Conversation in Traditional Market in Medan

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, 29 Januari 2018
Hormat saya
Yang membuat pernyataan,

TERAI
MPEL
8AEF923067626
6000
Muhammad Naufal Nusa

Diketahui oleh
Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum.

MAJELIS PENDIDIKAN TINGGI
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

بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Muhammad Naufal Nusa
N.P.M : 1402050280
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Discourse Analysis on Conversation in Traditional Market in Medan

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
20 - 03 2018	Data Analysis	
22 - 03 2018	Data Analysis	
26 - 03 2018	Data Analysis	
27 03 2018	Data Analysis	
28 03 - 2018	Data Analysis revision is complete	

Medan,   Maret 2018

Diketahui oleh;
Ketua Prodi

Dosen Pembimbing

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

(Pirman Ginting, S.Pd, M.Hum)

ABSTRACT

Muhammad Naufal Nusa: 1402050280 "A Discourse Analysis in Traditional Market in Medan". Skripsi. English Program of Teacher's Training and Education University of Muhammadiyah Sumatera Utara, Medan 2018.

The research deals with speech function on conversation in traditional market in Medan. The data were analyzed based on 4 types of Speech Function suggested by Halliday (2014). The objectives of this study were to describe the type of speech function and the way of conversation which are used by buyer and seller in traditional market in Medan. The scope of the study was focused in functional grammar and limited on four basic types of speech function. This research was taken from the utterances between buyer and seller in traditional market in "Pajak Yuka". The researcher took the data as many as he got. The total numbers of utterances were 86 . There were 44 of question, 16 command, 14 of statement, and 12 of Offer. There were 4 types of speech functions that was found in traditional market. The dominant type of speech function was question. The way of conversation by buyer and seller influenced by culture and place. Mostly they were used their mother language.

Keywords: *speech function, discourse analysis, realization speech function in*

mood

ACKNOWLEDGEMENTS

بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ

Alhamdulillahirabbil'alamiin

In the name of Allah SWT, The Most Gracious and Merciful.

Alhamdulillah, First of all, the researcher would like to thank The Almighty Allah SWT the Most Beneficent and the Most Merciful for giving her favors, ideas, and inspiration in accomplishing this study. Sholawat and Salam are also delivered to the Prophet Muhammad SAW who has brought Islam which is *rahmatan lil alamin.*

A happiness and pride belong to the researcher because of finishing this thesis. In writing study entitled "A Discourse Analysis in Traditional Market in Medan", with the purpose for submitting in partial fulfilment of the requirement for degree in study program of English Department, there were so many obstacles faced by the researcher and certainly without helps from many peoples, especially the following people, it was so difficult for the researcher to accomplishes this thesis. Thus the researcher would like to express her thank first to his dearest parents, Mr. Budi Nusa and Mrs. Lismayati for their pray, advice, courage, moral and material supports from he born until forever, may Allah SWT always bless

11. And last but not least, to everyone that he cannot mention one by one for help him to finish the thesis, thank you very much, may Allah bless you all. Amin

Hopefully, this thesis will be useful for the readers, especially for the students of English Department in all over the world. Also the researcher realizes that his thesis is still far from being perfect in spite of the fact he has done her best completing this work. Therefore, the researcher expect criticism and suggestion are welcomed for further improvement of this thesis

Wassalamu'alaikumWarahmatullahiWabarakatuh

Medan, 03 March 2017
The Researcher

Muhammad Naufal Nusa

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

CHAPTER I

INTRODUCTION

A. The Background of The Study

Language is one of the most important thing that human need to interact with other people. Language cannot be separated from the human being, it is a media to say anything and express the ideas, by using language, people can interact well, exchanging their ideas and also to fulfill their needs. As people in this world we need language for improving the language of our life, but not only human, the animal and so on, it need a language for using their life, while before we use the language, we must be spirit to know it.

Language is related with culture and social system of certain community who use the language. This case may allow the differentiation of diction between some areas with another. Beside that, the complex community, the different areas, social statues, level of education, and the different types of social interaction will produce the variation of language.

Language serves a range of functions. It is usually adjusted the speech to suit the social context of speech. The language we talk to a child may be different from the language we talk to our customer or colleague though the purpose is the same. The different purposes of talk can also affect the form of language and the variety of ways. Why do we say the same thing in different ways? The answers to the question basically imply the speech functions.

In society has many differences of languages. Language is one of the instrument to make a communication become effective communication. It is depend on where are the society live. Communication is an important aspect in our daily activity. People will understand meaning based on communication between them. In a community, they have the rule and way to speak each other. It is influence to their life.

Between the speakers of any language there is variation in the way that they use their language. This variation is demonstrated by linguistic differences in terms of sound (phonetics) and structure (grammar). There might be only slight variations between forms of a language – such as minor pronunciations of words or a slight changes of grammatical structure that do not inhibit intergroup communication. Sometimes there are differences between the speech of men and women, different social classes, and differences between age groups. People will identify some of these features as marking the "best" or most "beautiful" form of the language, other features will be considered nonstandard or undesireable. Some of these differences may impede intelligibility and intergroup communication.

Halliday (1994) states that when exchanging and expressing ideas, human being perform two roles namely giving and demanding, for the commodity such as information and goods or services. In systemic functional linguistic (SFL), it is named speech function. Speech function is a way of someone delivers ideas in communication to make listeners understand the ideas well. Speech function itself can be divided into four kinds: statement, question, command and offer.

According to Meyer F Charles (2009) language is one of many different systems of communication, a system that is unique to human beings and different from, for instance, the systems of communication that animals employ. Language exists in three modes; speech, writing, and signs (which are used by people who are deaf). Although all languages (with the exception of sign languages) exist in spoken form, only some have written forms. To study language, linguistics focus on two level of description: pragmatics, the study of how context (both social and linguistic) affects language use, and grammar, the description of how humans form linguistic structures, from the level of sound up to the sentences.

Sociolinguistics is the study of language in relation to society. Sociolinguistics is also study of effects of various all aspects to society, including cultural, norms and contexts on the language is used (Hudson 1980). People are belonging to the same social group of the same way. This behavior influences not only the clothes they wear, but also the language they use. The language of social group.

Language has a wider sense than speech because language refers to speaking, writing and gesturing. We, for instance, recognize spoken language, written language, body language and gestural communications of the deaf and dumb etc. Linguistics only deals with spoken language (speech) and written language.

In general linguistics, speech can be studied in phonetics and pronunciation. In sociolinguistics, it is related to the culture of community where

3

the speech is produced and functional and it called that speech functions. In this case, body language may involve.

Grammar and language are important to communicate or interact with other people. They cannot be separated from each other. When dealing with language, we will be faced with grammar. Without grammar, it is difficult to understand and interpret the message conveyed by a speaker and a listener.

The researcher found buyer and seller when they were doing business transaction in traditional market, they were not use language based on functional grammar. It makes the researcher want to know why buyer and seller can make the business transaction with their language. The researcher use speech function to find out the context of the conversation in traditional market.

The researcher choosing traditional market traders in this study because the researcher interesting to analysis conversation from many cultures and ethnic in transaction between buyer and seller in one place. It will be expected if the buyer and seller use the language properly.

B. The Identification of The study

Based on the background of the study. The researcher identifies the following problem on conversation in traditional market, they are :

1. The people does not use language based on the function.

2. The buyer is not use specific language when they are asking information of goods, and

3. Most of them used language which are influenced by culture and places

C. The Formulation of The Study

In relation to the background of study, the problems are formulated to answer :

1. What type of speech function are used by buyer and seller in traditional market in Medan?

2. How does the market commodity use language in traditional market in Medan?

D. The Objective of The Study

In relation to problems above, the objective of this study is to find out :

1. To find out the type of speech function are used by buyer and seller in traditional market in Medan?

2. How the way of conversation by buyer and seller in traditional market in Medan?

E. The Scope and Limitation of The Study

In relation to keep this study staying in the focus, the limitation of the study is needed. This study is going to analyze the conversation in traditional market in Medan. The scope of this study in functional grammar. It will be limited on speech function. According to Haliday (2014), there are four primary speech functions. There are (1)statement, (2)question, (3)command and (4)offer.

F. The Significant of The Study

The findings of the study are expected to give relevant contributions to the following :

1. Theoretically : findings of this study will be expected to enrich the theories of discourse analysis, especially to analysis conversation in traditional market. As we know their conversation are come from many culture in Indonesia.

2. Practically :

   a. For all the students in English study programme who want to analyze conversation by using speech function.

   b. For teachers and lecturer who want to additional research about discourse analysis on conversation

   c. For English department who interested to learn about speech function.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

In this chapter discusses about the basic concept of discourse analysis, functional grammar, and speech function

1. Discourse Analysis

The term Discourse Analysis was first use by Zellig Harris in 1952 in a paper he published then. Harris was an American structural linguists, Harris did not use the term in the sense it is now commonly used. Later in the 1960s and 1970s, scholars started using the term to describe an approach to the study of social interaction. The earliest Discourse Analysis were ethnographers, anthropologists and sociologists.

Stubbs (1983) describes Discourse Analysis thus :

> The term discourse analysis is very ambiguous. I will use it in this book to refer mainly to the linguistic analysis of naturally occurring connected speech or written discourse. Roughly speaking, it refers to attempts to study the organization of language above the sentence or above the clause, and therefore to study larger linguistic units, such as conversational exchanges or written texts. It follows that discourse analysis is also concerned with language use in social context, and in particular with interaction or dialogue between speakers.

From this description of Discourse Analysis by Stubbs, we can gather some important information about the discipline :

a. Discourse Analysis naturally-occuring connected speech or written discourse

b. Discourse Analysis studies language above the sentence or clause

c. Discourse Analysis is concerned with language use in social context

Saragih (2004) state that discourse is defined as a meaning that is realized in text. The term text itself needs defining. Thus, discourse finds its realization in text. This means that a discussion on discourse is related to text. Each process communication of social life has specific modes or way of talking. Because of that the various kinds of discourse appear such as a legal discourse, and political discourse.

Every instance of language use is situated in a particular social context, which is determines the kind of meaning communicated. There are contextual features that shape the kind of language people use. These include: the interactants themselves, their discourse roles, the physical environment of the discourse, and so forth. Discourse Analysis looks at the language together with these features in order to interpret meaning. This is why any good Discourse Analysis will generate data based on observation and intuition of the language users.

Discourse Analysis analyze conversations (casual, telephone, gossip, etc), speeches (campaigns, formal speeches delivered by political figures, etc), written discourse (novels, plays, news, written speeches, editorials, etc). Discourse Analysis is concerned not only with complex utterances by one speaker, but more frequently with the turn-taking interaction between two or more, and with the linguistic rules and conventions that are taken to be in play and governing such

discourses in their given context. The overall goal of any Discourse Analysis is to explain how languages users construct and interpret meaning in discourse.

Brown and Yule (1983) observe that Discourse Analysis examine "how addressees construct linguistic messages for addressees work on linguistic message in order to interpret them.

According to Saragih (2017), Discourse is defined as a meaning that is realized in text. As the sense or notion of discourse is closely related to that of the text in the definition (and in avoiding an interlocking definition), the term text itself needs defining. Text is any unit of language or linguistic form that is functional in context. Thus, discourse finds its realization in text. The definition clearly indicates that a discussion on discourse is tightly or is closely related to text. In recent discussions of language structure beyond the level of sentences, some linguists have tended to use the term discourse and text without sharp distinction. Haliday (2004), for example, has used the two terms interchangeably. In the other words, to some experts discourse equals text.

In marked contrast, Mitchell's 'Buying and selling in Cyrenaica' presents a semantically motivated analysis. Working in the Firthian tradition, he specifies the relevant participants and elements of situation in detail and divides the buying-selling process into *stages* purely on content criteria, admitting that 'stage is an abstract category and the numbering of stages does not necessarily imply sequence in time'. He describes three major categories of transaction-market auctions; other market transactions; shop transactions-although the second and third are distinguished mainly by situation because they share the following five

stages: (1) Saluation, (2) Enquiry as to the object of sale, (3) Investigation of the object of sale, (4) Bargaining, (5) Conclusion.

This is an ideal structure: sometimes stages 1 and 2 do not occur and stages 3 and 5 may be realized non-verbally. The following is an example of a shop transaction:

Personality	Translation	Stage
Buyer	: Have you a bed to sell ?	2
Seller	: I've got one but it's rather expensive.	2
Buyer	: Let me have a look at it then.	2
Seller	: Certainly.	
	If you want it for yourself I will make you a reduction.	4
Buyer	: How much is it ?	4
Seller	: £4.	4
Buyer	: What's your last price ?	4
Seller	: Believe me if it were anyone but you I'd ask him five.	4
Buyer	: I'll make you a firm offer of £3.50.	4
Seller	: Impossible, let it stay where it is.	4
Buyer	: Listen. I'll come this afternoon, pay you £3.70 and take it.	4
	(Buyer crosses threshold of shop on his way out.)	4
Seller	: It still wants some repairs.	5

While this analysis captures the structure of the transaction it is arguable that is not a linguistic analysis at all-the stages are defined and recognized by the activity that occurs within them rather than by characteristic linguistic features

and, with the possible exception of stage 4, which when opened by the buyer apparently begins with the formula 'How much?', there are no *linguistic* markers of transitions between stages. However, once the stages have been isolated non-linguistically Mitchell then characterizes them linguistically by providing examples of the kinds of phrases and clauses, often ritual, which occur within them.

2. Functional Grammar

Functional grammar, as explained by Halliday (1994) is concerned with meanings. Functional grammar looks at language as consisting of units of meanings rather than chunks of forms. These units of meanings are represented in various oral and written texts. In keeping with the idea, functional grammar is interested to analyze language at the text level rather than sentences. Further, Halliday (1994) writes that there are 3 lines of meaning in the clause. (1) the theme functions in the structure of the clause as message (2) the subject functions in the structure of the clause as an exchange (3) the actor functions in the structure of the clause as representation. Giving more explanation about functional grammar, he adds that functional grammar makes extensive use of function labels like actor, process, goal, theme & rheme etc.

Halliday (1994) explains that functional grammar is essentially a 'natural' grammar, in the sense that everything in functional grammar can, be explained, ultimately, by reference to how language is used. He further states that the aim of functional grammar has been to construct a grammar for purposes of text analysis:

one that would make it possible to say sensible and useful things about any text spoken and written in modern English.

According to Eggins (1994) „ the main objective of afunctional grammar is to explain language term of what people do with it, how they use language to live . Funtion of grammar refers to an approach to language on principle of roles or function played by language in their lives as social being. The nation of functional approach to (or rather functional grammar). Firstly, functional study to languages based on the principal as social being use language in other to fulfill three function known as meta function namely, to represent to exchanges and to organize experience. Thirdly functional approach emplies that each element or unit of language in any level is explained by referenceto its function in the total linguistic system. In this tenses, clauses phrase, word, morphemes, and so on are interpreted as functional with respect to whole.

3. Speech Function

Ye (2006) states that speech functions is an action or performance done by language users such as asking, commanding and answering in order to fulfill the intention of the speakers and listeners. Speech functions are used as the medium exchanging experiences in order to fulfill their needs.

Sulistyowati (2010) states that to communicate effectively, we should clearly organize the messages that we want to convey through conversation. The organization of messages involves giving and demanding and this exchange might be more complicated than it seems. If we are demanding something, it means we

are inviting to give, and if we are giving something, it means we are inviting to receive.

When people use language to interact, there is a relationship between the person who is speaking now and the person who will probably speak next.

Dialogue as a process of exchange involves two variables:

1. Speech role : either giving or demanding, and

2. Commodity exchanged : either information or good and services.

Halliday (1985) gives deeper illustration that simultaneously with organization as a message, the clause is also organized as an interactive event which involving speaker, or writer and audience. In the act of speaking, the speaker uses a particular speech role for himself, for example, in asking a question, the speaker is using the information demander role and the speaker also needs the listener to take on role of supplier of the information demanded. Halliday states that there are two types of specific role, they are giving and demanding.

In discourse structure patterns, the speech functions choices are a key resource for negotiating degrees of familiarity. If participants wish to explore their interpersonal relations, they must choose speech functions which keep the conversational going and this frequently means that intimate relations involve interactants reacting to each other in confronting, rather than supporting, moves.

Halliday (1994) divides the four basic speech functions: statement, question, offer, and command. The four basic speech functions are related to both the exchanged process. When the roles and commodities involved in interactions or conversations are intersected and when communicate with other people, we are actually trying to do something with our language. It may be either to give information, or demand something. Four speech functions are derived as summarized in this table.

Table 2.1 Speech Function

Roles	Commodity	
	Information	Good and Service
Giving	Statement	Offer
Demanding	Question	Command

The four speech functions are specified as the following :

a. Giving/information   = statement (S)

b. Demand/information   = question (Q)

c. Give/goods & services   = offer   (O)

d. Demand/goods & services   = command (C)

4. Types of Speech Function

4.1 Statement

Grolier (1992) states that statement is a way of giving information by stating or the act of stating in speech and writing. Statements are used to

14

provide information, make remarks, assertions and so on. Statement can be positive and negative. Statement is usually began with subject, followed by verb or auxiliary verb and ended by full stop.

Formula: Subject + verb/aux

4.2 Question

Grolier (1990) states that question is an interrogative question which is used to seek confirmation or to ask something or an inquiry that invites or calls for reply. Question is a way of demanding information in the form of interrogative statement that may be either information question (wh-question) or yes/no question and which inquire reply from listener. Questions are used to enquire about something to request information or to probe. A question begins with auxiliary verb or WH-Question and will be ended with question mark (?).

Formula: aux. V or wh-question + S + V + question mark (?)

4.3 Offer

Grolier (1992) states that offer as an expression of willingness to give or do something, or to put forward for acceptance, rejection. Offer also can be definitude as a way of giving good and service to someone. Offer is usually begun with modal and always ended with a question mark (?).

Formula: modal + S + V

4.4 Command

Grolier (1992) states that command is a way to receive information, good or service by forcing the listener to give them. Command also is a way of

demanding good and service in form of imperative statement whether in the form of positive or negative command. A command is used to get things done or to obtain goods or services.Commands are usually used in oral interactions, though they can be found in written procedures such as instruction or in dialogue. In command sentences, the subject is omitted. It is began with the predicate and it is usually ended with exclamation mark (!).

Formula: Verb + Object + Exclamation mark (!)

The four type of speech function of statement, question, offer and command find their realization in mood (declarative, interrogative and imperative) which is an aspect of interpersonal meaning at the level of lexicogrammar. All the speech functions have marked representative of mood except offer.

Saragih (2010) states that in act interaction, the speech function is in initiated by speaker (addresser) and then the listener (addressee) responds to the speech function. Speech function recognize a correlation between the different structure of an initiating move and the structure of a responding move; position and negative responding speech function.

These four basic moves above (statement, question, offer, and command) are what Halliday refers to as speech functions. On the other hand, speech functions are the specific activities which occur from the cross-classifying of speech roles and commodity exchange. Therefore, it can be said that every starting move in dialogue must be one or other of these speech functions and each speech function involves both a speech role and a commodity choice.

In an interaction or dialogue, typically it does not involve only one speaker. We need also to recognize that after one speaker has initiated an exchange, another speaker is very likely to respond. In other word, a speech function by an addresser is responded by an addressee. Martin (1992:56) states that when the initiation and response as orientation of both the interlocutors are taken into account, other four speech functions are derived thus make eight speech functions. The derivation of speech functions are summarized in the following figure.

Exchange Experience

Roles
Giving
Demanding

Commodity
Information
Goods and

services

Orientation
Initiating
Responding
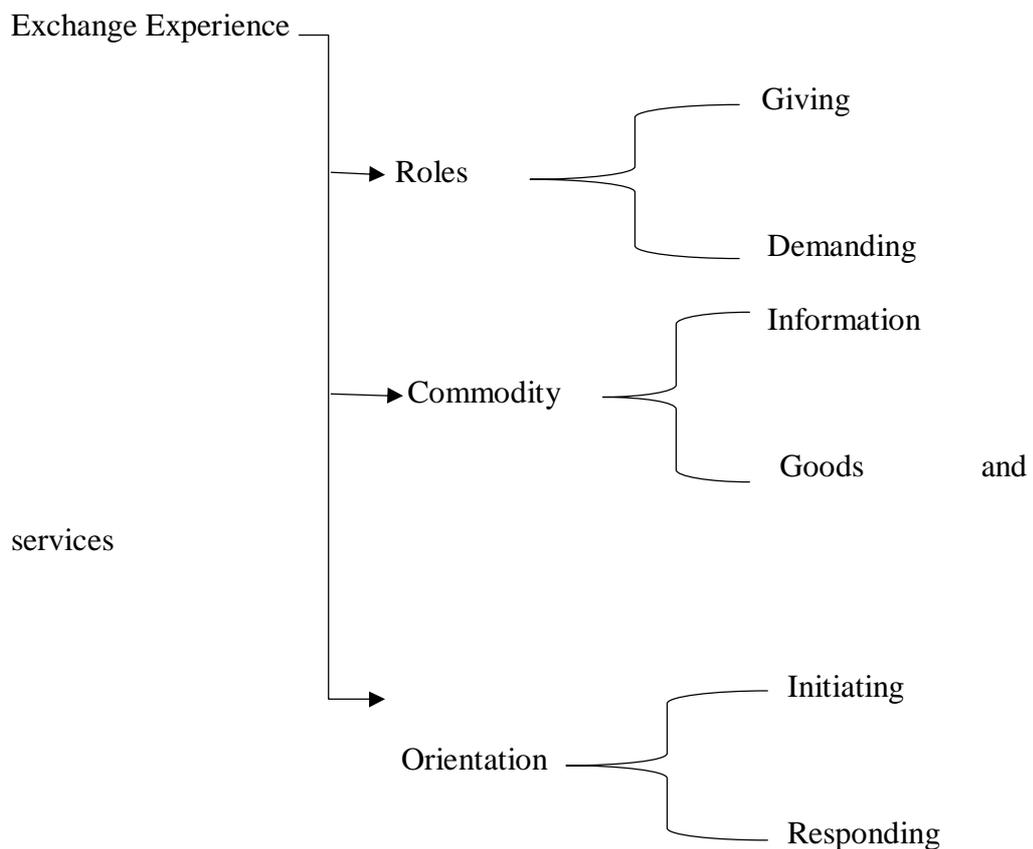
Figure 2.1 The derivation of eight speech functions (Martin, 1992:56)

With reference to the figure, systemically eight speech functions are derived as follows:

1. [giving/information/initiating] = statement

2. [giving/information/responding] = acknowledgment

3. [demanding/information/initiating] = question

4. [demanding/information/responding] = answer

5. [giving/goods and services/initiating] = offer

6. [giving/goods and services/responding] = acceptance (may be non-verbal)

7. [demanding/ goods and services/initiating] = command

8. [demanding/ goods and services responding] = compliance (may be non-verbal)

That the four basic or proto speech function of statement (S), question (Q), offer (O) and command (C) are from the speaker or initiating side. Corresponding to the four proto speech functions, the other four speech functions of acknowledge statement (AS), response statement to question (RSQ), acknowledge offer (AO) and response offer to command (ROC) are derived from the listener or responding side. The eight speech functions are systematically derived and hence are grouped into four pairs as specified in table 2.2.

Table 2.2 Eight Speech Functions

SPEECH FUNCTION	
INITIATING SIDE	RESPONDING SIDE
Statement (S	Acknowledge Statement (AS)
Question (Q	Response Statement to Question (RSQ)
Offer (O)	Acknowledge Offer (AO)

Command (C)	Response Offer to Command (ROC

The examples of initiation and responding in speech functions:

Statement

My mom gives her a cup of coffee.

Acknowledgment Statement

Oh, does she?

Question

What is she giving her?

Response statement to question

A cup of coffee

Offer

Would you like some coffee?

Acknowledge offer

Yes, I would or No I wouldn't

Command

Drink it!

Response Offer to Command

All right or I will

The four speech functions (statement, question, offer, and command) are semantic in nature. Speech function is the speaker's role in communicative exchange. Interpersonal relationships are that of what the language is doing, the purpose of the discourse- speech functions. For example, could we stop for a minute, please? Is a request, would you like a sweet? Is an offer, whatever you do is a command (Morley, 2000:9). They find their realization in mood which is as aspect of interpersonal meaning at the level of lexicogrammar. In their unmarked or congruent representations, the speech functions of statement, question and command are realized by declarative, interrogative and imperative moods. But the speech function of offer does not have an unmarked presentation of Mood.

5. Mood

According to Halliday (2014) Mood is the major interpersonal system of the clause; it provides interactants involved in dialogue with the resources for giving or demanding a commodity, either information or goods-&-services – in other words, with the resources for enacting speech functions (speech acts) through the grammar of the clause: statements (giving information), questions 18 (demanding information), offers (giving goods-&-services), and commands (demanding goods-&-services).

6. Mood Types

6.1 Declarative

Declarative clauses can be identified as clauses in which structural element of subject occurs before the finite element of the clauses. Declarative mood has structure can be describe as subject + finite. Halliday uses finite to refer to the first auxiliary in the verb phrase, the part of the verb phrase that carries tense. The part of a sentence that is not involved in determining mood structure is called residue.

6.2 Interrogative

Interrogative clauses are different from declarative, the one that make it different are from the structure of the subject and the finite. The declarative clause are realized by the subject precedes the finite structure, while interrogative clause are realize by finite precedes subject structure.

6.3 Imperative

Imperative clause typically do not contain element of subject or finite, but imperative clause consist of a prediator, any of the noncore participant of complement and adjuncts. The imperative is used to tell someone to do something without argument.

7. Realization Speech Functions in Mood

The mood in English is realized by the elements of subject and finite. In this case, all the speech function should be coded by three moods namely 19 declarative, interrogative, and imperative. Saragih (2013) states that with reference to the semiotic system the speech functions are analogous to meaning and the mood is to expression. Thus, in their unmarked representations, statement, question and command are respectively realized by declarative, interrogative and imperative moods, while offer does not have an unmarked representation of mood. Offer is potentially coded by any one of the three moods. This means that it can be realized either by the declarative, interrogative or imperative mood. Realization of speech function in moods is summarized as follow.
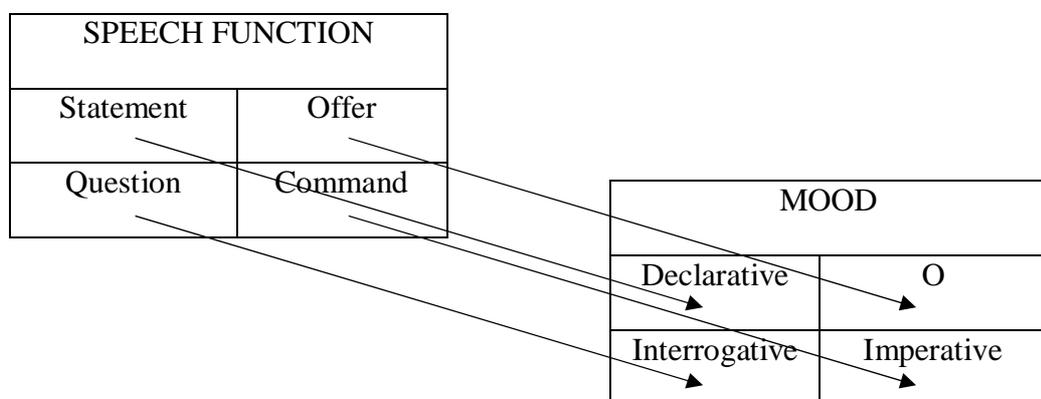
Figure 2.2 Realization of Speech Function in Mood

21

Some of eight speech functions are congruently expressed in mood. In other words, some of speech functions have unmarked realizations in moods. Unmarked or common realizations of speech functions are summarized in Table 2.2. The speech function of O as states earlier does not have an unmarked realization as it is potentially coded by the declarative, interrogative, or imperative mood. Similarly the AO has no unmarked realization. The speech function of ROC has a peculiar feature of realization in that it can be realized by non-verbal response in the sense that the speech function is responded by activities required. For example, in response to the command of open the door! The listener just keeps silent and simultaneously does the opening.

Table 2.3
Unmarked Realization of Speech Function

No	Speech Function	Mood	Realizations Examples in Clause
1	S	Declarative	*Mary sent the letter yesterday*
2	AS	Declarative	*I see, oh I see, I know*
3	Q	Interrogative	*Did Mary send the letter yrsterday?*
4	RSQ	(elliptical) Declarative	*Yes, (he did), yes (she sent the letter yesterday)*
5	C	Imperative	*Send the letter, Please send the letter*
6	ROC	(elliptical) Declarative	*I will, Sure*

The unmarked realizations are also termed congruent or common realization or coding. There are situations in which a speech function is not

congruently realized. The incongruent or uncommon realization of speech function is termed metaphorical coding or realization. In other words metaphorical realization is the coding of speech function in which the common realizations are flouted or violated. Although a metaphorical coding is an uncommon or unusual one, it should be noted that not every uncommon or unusual aspect in discourse is called a metaphorical realization. One of the characteristics of metaphor is that it causes tension between 'meaning' and expression in the semiotic system as the metaphorical coding flouts the common or the most probable coding. The following conversations represent congruent and metaphorical coding. Normally or commonly a Q is realized by an interrogative Mood. When is coded by a declarative Mood, it becomes metaphorical as indicated in (2. 1). In (2. 3) both speech functions of A and B are metaphorical.

(2. 1)

A: did you meet my aunt yesterday?   (Q: congruent/ interrogative)

B: yes (RSQ: congruent/ declarative)

(2. 3)

A: I wonder whether you met my aunt yesterday.   (Q: metaphorical/ declarative)

B: yes I did (RSQ: congruent/ declarative)

(2. 4)

A: where you did you spend your last holiday?   (Q: congruent/ interrogative)

B: I went to Bali (RSQ: congruent/ declarative)

The eight speech function can be realized by minor clauses. A minor clause is defined as an expression which is absent from the obligatory features of a clause. Specifically, the expression does not have a Process, such as uh, ya, mm, yes, well. As shown in (2. 5).

(2. 5)

A: I met your aunt at the party.   (S: congruent/ declarative)

B: uh uh, yes   (AS: minor clause)

A conversation is analyzed with reference to the speech functions and mood. By refereeing to the two features a better understanding of verbal interaction can be obtained. Specially, it can be obtained whether the speech function is congruently or metaphorically realized. Better knowledge of verbal interaction, will provide us with good knowledge of the society, which is a basis for developing the society socially, culturally and economically. The following conversation analysis represents how a conversation is analyzed.

Table 2.4
Represents How a Conversation is Analyzed.

Conversation Text	SP	Mood	Remarks
A: did you attend the meeting?	Q	Interrogative	Congruent
B: yes	RSQ	Elliptical Declarative	Congruent
A: I wonder how you went to the Meeting	Q	Declarative	metaphorical
B: I took a taxi. Why did you ask me that question?	RSQ	Declarative	Congruent
A: oh, nothing	RSQ	Minor clause	Congruent

8. Congruent and Incongruent

The meaning of congruence in Rogers' writings changed somewhat over the years, and the different versions can provide rationales for different interpretations and applications of the concept. In effect, the precise meaning of congruence remains somewhat ambiguous. Additionally, Rogers' theory of

therapy (1957, 1959) and his theory of interpersonal relationships (1959) present different functions of congruence.

Thus, Rogers provided the 8384 Barbara Temaner B rodley grounds for different interpretations of the concept and for different roles for congruence inpsychotherapy and in work with groups within the client-centered framework.

Haliday (1985) states a congruent relationship is one in which the relation between semantic and grammatical categories is natural: people, places, and things are realized nominally; actions are realized verbally; logical relations of time and consequence are realized conjunctively, and so on. In fact, if humans only spoke a language of this kind, there would be no need to distinguish semantics and grammar in the first place; languages could be quite adequately described simply by posting an unstratified content plane. However, as is well known, the relationship between semantics and grammar is not a simple one. "Unnatural" relationships are possible actions can be realized as nouns, and logical relations can be realized as verbs. All meanings, in fact, have more than one manner of realization.

A few examples of congruent and incongruent realizations of just four basic semantic categories are outlined, by metafunction, in Table 1 (to this point only the ideational variables have been considered). Halliday's (1985 a) point about spoken language is that it is the congruent realizations which predominate.

Because of its concern with the fields of science and history, ideational metaphors are the main focus here. These are further specified in Table 2, which

outlines congruent and incongruent realizations of four major dimensions of semantic space: conjunctive relations, cations, qualities, and participants.

Table 2.5 Congruent and incongruent realizations of key semantic variables

	"congruent"	"incongruent"
Ideational: logical conjunctive Relation:	*therefore*	*reason*
Ideational: experiential process:	*advance*	*advancement*
Interpersonal assessment:	*might*	*possibility*
Textual reference:	*he*	*this (point)*

Table 2.6 Ideational meaning- congruent and incongruent realizations

"Conjunctive relation"			
Congruent	cohesive conjunction	*therefore*	*next*
	paratactic conjunction	*so*	*then*
	hypotactic conjunction	*because*	*before*
Incongruent	phrasal process	*due to*	*on*
	Process	*cause*	*follow*
	Thing	*reason*	*sequel*
"Action":			
Congruent	finite process	*use*	*deceive*
	Non-finite process	*using*	*deceiving*
Incongruent	thing	*use*	*deception*
	Epithet	*useful*	*deceitful*
"Quality":			(attitudinal)
Congruent	epithet	*quick*	*sad*
Incongruent	adjunct	*quickly*	*sadly*
	Thing	*speed*	*sadness*
	Process	*quicken*	*sadden*

"Participant":

Congruent	thing	*disaster*	*computer*
Incongruent	Epithet	*disastrous*	
	Process		*computerize*

Congruent relationship between mood and speech function

Interrogative à question

Declarative à statement

Imperative à command

Table 2.7 The example between Congruent and Metaphorical

	Congruent	Metaphorical
declarative giving info.	The Pope is a Catholic. No-one writes better parts for women thanHare. I don't respect you. I don't know.	Is the Pope a Catholic? Does anyone write better parts for women than Hare? Who do you think you are? Who knows?
interrogative demanding info.	Are you a student? Have you had a pleasant ride? What is the time? What are you looking for? What is your phone number? Why do you think so?	So you are a student? You've had a pleasant ride, I hope? Do you know what time it is? Are you looking for something? Tell me your phone number. Give reasons for your opinion.
imperative demanding goods and services	Don't do it Come in from the cold Close the window. Lend me your pen. Help me.	I wouldn't do it if I were you. Will you come in from the cold? You should come in from the cold. Why don't you come in from the cold? Would you mind closing the

	Give me a glass of wine. Let's go.	window? Can I borrow your pen? Do you have a pen? I was wondering if you could help me. I would like a glass of wine. It's time to go.

9. Traditional Market

Traditional markets are where sellers and buyers meet that accompanied the transaction between the two. In the traditional market, sellers and buyers can trade directly to bargaining activities. The price offered in the traditional markets are usually more affordable and lower than in the modern market. However due to lack of stringent safeguards, make the market seem daunting, especially for those living with economic level above the standard.

The place is dirty, smelly, wet, damp, make people a bit difficult to make the traditional market as the choice of shopping. However, do not because from the many modern markets are emerging, the traditional market was forgotten even become a modern market. Traditional markets can be used as a place of historic and is a keepsake in the future due to increasing scarcity of traditional markets to survive in those days.

Even the modern market has a meaning similar to traditional markets in terms of its function. But the difference is the atmosphere, environment, price and process. In the modern market between sellers and buyers are not linked directly. Prices were higher even to very much compared to the traditional market. Buyers

shop by looking at the price list provided or without price tags or barcodes and can not be a bargain between them.

Prices are not marked on items at traditional markets. Therefore, the fine art of bargaining is taken to new levels as housewives and household help try to get the cheapest prices possible. True shopping savvy means that you already know what the price should be before you start shopping. Prices are compared and news is spread from friend to friend on today's prices for various items.

Foreigners are not necessarily privy to the price information network and must bargain ardently to get the best price. Before you go to the market, ask your household help what prices you can expect to pay for the various items you want to buy. You could also check supermarket prices realizing that the items will be cheaper at the market. Prices and availability of many items depend on the season and the success of the harvest. The ever-increasing cost of living, as fuel and electric prices increase, has driven many prices through the roof.

Modern Market has a wonderful atmosphere with a neat arrangement of architecture, cool, clean, marble floors, etc. In the modern market also known as payment using credit cards or cash cards which in traditional markets cannot be found.

Nowadays it is not more difficult to find modern markets, particularly in urban areas. Because with the growing era of modernization, stood many modern markets with a variety of forms and the uniqueness of each.

The typical traditional market is related to the socio-condition of each etnic group in Indonesia. From an anthropological study, it is found that

traditional market used 'moral economic pattern' the specific set of emotional of interpersonal relations found in this area because of the condition being moral economic pattern, there must be some bargaining process happen in a traditional market. In addition, the type of traditional market is also related to the condition of ethnic group and blood tied that make it different in which there are some offers done in the business transaction in a traditional market.

The above explanation supported by Ahimsa P (2003) states that moral economic patterns is a traditional farmer's view for the cultural-economic situation in a local area, this ideology makes; (1) minimum production patterns (2) minimum or no operational hard and software's, (3) no association and multirelations to other sectors, (4) less management, and distribution, and distribution systems. These conditions distinguish the traditional market and modern on at recent.

CHAPTER III

RESEARCH METHOD

A. Research Design

The speech function on conversation in traditional market in medan was analyzed. This research used descriptive qualitative method as the method in this research. The attention of this study was described the analysis of conversation between buyer and seller in traditional market. (Creswell, J. W. (2008).

B. The Source of Data

The source of data in this research was taken from market commodity in traditional market in Medan. It was taken from the utterance between buyer and seller while they are doing business transaction in traditional market. The location of the traditional market at Jalan Rawe, Sampali, Percut Sei Tuan, Medan. This traditional market was named "Pajak Yuka" and it was open at 5.00 PM until 10.00 PM. This traditional market sold many kinds of fruits, vegetables and meat.

C. The Instrument of The Research

Research instrument is very important to obtain the data of research for it is a set of method which is used to collect data. There are two kinds of instrument used in this research: human instrument and non-human instrument. The primary instrument of this study is the researcher himself as human instrument who

selected, collected, and analyzed the data, and also reported the result of the study. The second human instrument is buyer and seller in traditional market in Medan which become the source of data. Because of the data source is utterance, the researcher needs a laptop or computer and a camera (as non-human instrument) to record and analyze the utterance as a media

D. Technique of Collecting Data

The techniques for collecting data (Creswell, J. W. (2008).   :

1. Record the conversation by using a camera

   The researcher will be take a video while buyer and seller are doing the conversation in business transaction.

2. Transcribe the conversation into written language

   The researcher will be transcribe into written text in dialog.

E. Technique of Analyzing Data

The techniques for analyzing data (Creswell, J. W. (2008) :

1. Transcribing the Utterances of the Conversation

   The researcher will be transcribe and translate the data after see the videos.

2. Listing the Transcript Data

   Subsequent after transcript data is list them based on the type of instructional language. Thus, the researcher intended to apply this technique so that to be easy for classifies the data.

3. Data Classification /Categorizing

The list of data is used by researcher for classifying them according to the type of four basic of speech functions. It will be furthered by presenting code of type.

4. Analysis /Interpreting

The next step of the research is interpreting the data of classification. It is concern with social context of language.

5. Conclusion

The last step is organizing the conclusion, as summit of the research.

CHAPTER IV

DATA ANALYSIS, FINDINGS AND DISCUSSION

A. Data Collection

The data were collected from the utterances from buyer and seller in traditional market "Pajak Yuka" in Medan.

The data classified into four types of speech function: (1) statement (2) question (3) offer (4) command. The objectives were to determine the type of speech function and to find out the differences between congruent and incongruent are used by buyer and seller. The data was analyzed based on M.A.K Haliday's theory.

B. Data Analysis

After collecting the data, the data was classified based on four types of speech function, and the way of conversation by buyer and seller in traditional market "Pajak Yuka" in Medan.

1. The type of speech function on conversation by buyer and seller in traditional market in Medan.

From the analysis of this movie, there were 86 utterances providing speech function. The complete analysis of the movie is presented in appendix II. The types of speech functions were classified into four basic of speech functions (1) Statement, (2) Question, (3) Offer, (4) Command. Appendix II showed that the total number of speech function was 89 utterances with detail as follow the number of questions was 44, statement was 14, offer was 12, and command was 16. The total number of speech function showed in the table 4.1.

Table 4.1 The Total Number The Types of Speech Function

No	Types of speech function	Number
1	Question	44
2	Command	16
3	Statement	14
4	Offer	12
	Total	86

Table 4.1 showed that the total number of speech function was 86 with detail as follow the total of question was 44 utterances, statement was 14 utterances, command was 16 utterances, and offer was 12 utterances. So there were four basic types of speech function that found on conversation by buyer and seller. Question was most dominant type of speech function used by buyer and seller.

From the table above total types of speech function were 86 utterances. There were 21 conversation that was made by buyer and seller. The conversation was taken when they were doing business transaction. There were some sellers in "Pajak Yuka", they were fruit seller, vegetable seller, butcher, and fishmonger. The researcher analyzed all of the conversation got four basic of speech function in 89 utterances. The following are examples of speech function used by buyer and seller.

A. **Question**

A question is an interrogative question which is used to seek confirmation or to ask something or an inquiry that invites or calls for reply. Question is a way of demanding information in the form of interrogative statement that may be either information question (wh-question) or yes/no question and which inquire reply from listener. The formulation of the question is Aux, Verb or wh-question + S + V + question mark (?). Based on the data collection, there are 44 utterances of statement that found in this research. It meant that in the conversation from buyer and seller used question as the highest proportion.

For example :

1. "Bang, cabe merah berapa?" (How much is the chili, sir?")

    This utterance was taken from conversation between buyer and vegetable seller. It was question form because the meaning of this sentence was demanding information. The speaker says that to get information from the listener by answer this question. From this sentence "How much is the chili, sir?" it meant that the buyer asking the price of chili to the vegetable seller. In contextual meaning, the subject (bang) puts in the first of the sentence to attract the seller.

2. "Mau beli berapa kak?" (How many do you want?")

    This utterance was taken from conversation between buyer and vegetable seller. It was question form because the meaning of this sentence was demanding information. The speaker says that to get information from the listener by answer this question. From this sentence "How many do you want?" it meant that the seller asking the total of chili that the buyer want. In contextual meaning, there is no object (chili) in this sentence because the buyer already knows what is the object.

3. "Berapa ini bang?" ("How much is it?")

    This utterance was taken from conversation between buyer and fruit seller. It was question form because the meaning of this sentence was demanding information. The speaker says that to get information from the listener by answer this question. From this sentence "How much is it?" it meant that the buyer asking the price of watermelon to the seller. In contextual meaning, there is no object in this sentence because the seller already knows what is the object.

B. Command

Command is a way to receive information, good or service by forcing the listener to give them. Command also is a way of demanding good and service in form of imperative statement whether in the form of positive or negative command. In command sentences, the subject is omitted. It is began with the predicate and it is usually ended with exclamation mark (!). The formulation of command is Verb + Object + Exclamation mark (!). Based on the data collection, there are 16 utterances of command that found in this research. The total of command was 16. It meant that in the conversation from buyer and seller used command as the third proportion.

For example :

1.   "Ambil uangnya kak! ("Take the money, mam!")

        This utterance was taken from conversation between buyer and fruit seller. It was a command form because the meaning of this sentence was demanding goods and services. This sentence is declarative statement. From this sentence "Take the money, mam!" it meant that the buyer gave orders to the fruit seller to take her money. In contextual meaning, the verb (ambil) puts in the first of the sentence to gave orders to the seller.

2.   "Coba dulu bang!." ("Try it first, sir!")

        This utterance was taken from conversation between buyer and fruit seller. It was a command form because the meaning of this sentence was demanding goods and services. This sentence is declarative statement. From this sentence "Try it first sir!" it meant that the seller gave orders to the buyer to taste the duku.

In contextual meaning, there is no object (duku) in this sentence because the seller already knows what is the object.

C. Statement

Statement is a way of giving information that can be either positive or negative. Statements are used to provide information, make remarks, assertions and so on. Statement occurs when the speaker gives information to listener, and invites the listener to receive that information. The formulation of statement is Subject + verb/aux. Based on the data collection, there are 14 utterances of statement that found in this research. The total of statement was 14. It meant that in the conversation from buyer and seller used statement as the second proportion. For example:

1. "Bu, beli garam sama gula sekilo." ("Mam, I want to buy salt and 2 kg of sugar")

   This utterance was taken from conversation between buyer and vegetable seller. It was statement because the meaning of this sentence was giving information. It began with subject, followed by verb and ended with object. This sentence used to give information to the listener. From this sentence "Mam, I want to buy salt and 2 kg of sugar" it meant that the buyer wanted to buy salt and sugar to the vegetable seller.

2. "Aku cek dulu bang." ("I will check it first")

   This utterance was taken from conversation between buyer and fishmonger. It was statement because the meaning of this sentence was giving information. It began with subject, followed by modal, verb and ended with

object. This sentence used to give information to the listener. From this sentence "I will check it first" it meant that the fishmonger wanted to check his money in his pocket because there is no change. In contextual meaning, there is no object (money) in this sentence because the buyer already knows what is the object.

3. "Beli 1 kilo." ("I buy it for 1 kg")

This utterance was taken from conversation between buyer and fishmonger. It was statement because the meaning of this sentence was giving information. It began with subject, followed by verb and ended with object. This sentence used to give information to the listener. From this sentence "I buy it for 1 kg" it meant that the buyer wanted to buy 1 kg of red crabs to the fishmonger. In contextual meaning, there is no object in this sentence because the seller already knows what is the object.

D. Offer

Offer as an expression of willingness to give or do something, or to put forward for acceptance, rejection. Offer also can be definitude as a way of giving good and service to someone. Offer is usually begun with modal and always ended with a question mark (?). Based on the data collection, there are 14 utterances of offer that found in this research. The formulation of offer is modal + Subject + Verb. The total of offer was 12. It meant that in the conversation from buyer and seller used offer as the fourth proportion.

For example :

1. "Kak, tolong ambilin plastic ?" ("Mam, Can you take the plastic?")

This utterance was taken from conversation between buyer and fruit seller. It was offer because the meaning of this sentence was giving service to someone. It began with modal, followed by subject, verb and ended with object verb. This sentence used to give information to the listener. From this sentence "Sister, Can you take the plastic?" it meant that the buyer search for help to give her a plastic from the seller.

2. "Minta airnya bang? ("Can you give me any water, sir?")

This utterance was taken from conversation between buyer and fishmonger. It was offer because the meaning of this sentence was giving service to someone. It began with modal, followed by subject, verb and ended with object verb. This sentence used to give information to the listener. From this sentence "Can you give me any water sir?" it meant that the buyer search for help to give her some water from the seller. In contextual meaning, the verb (minta) puts in the first of the sentence to gave orders to the seller.

3. "Bisa kurang?" ("Can it less?")

This utterance was taken from conversation between buyer and fishmonger. It was offer because the meaning of this sentence was giving service to someone. It began with modal, followed by subject, verb and ended with object verb. This sentence used to give information to the listener. From this sentence "Can it less?" it meant that the buyer wanted the low price of the crabs to the fishmonger. In contextual meaning, there is no object (crab) in this sentence because the seller already knows what is the object.

2. The way of conversation by buyer and seller in traditional market in Medan.

Buyer and seller used incongruent language because the language that they are used was mother language. Buyer and seller used mother language when they was doing business transaction. They talked to the point, just a few of words in the sentence but both of them understood what they were talking about. In contextual meaning they did not use complete sentence, they talk to the point because both of them have been know what is the object of the goods. There was no greetings when the buyer greet to the seller and only used closing in the last conversation.

C. Research Findings

After analyzing th data, the finding can be presented as following :

1. There were four kinds of speech, they were;(1) question, (2) statement, (3) command and (4) offer found in the conversation by buyer and seller. The total number of occurrences were question was 44 , command was 16, statement was 14 and offer was 12. So that the total number of type of speech function used was with 86.

2. Buyer and seller didn't used good language. They only speak the point of their conversation. They seldom used complete sentence, they usually spoke without used verb and subject. However both of them know what they were talking about when they were doing business transaction. Culture and place or

region influenced their language in daily activities it meant non-formal language. The researcher found if they were used nominal without add "Rupiah" after nominal. Most of them only used the point of the conversation. They did not use complete sentence when they were doing business transaction.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

After analyzed the data can be stated as following:

1. There were four types of speech function (1) statement, (2) question, (3) offer, and (4) command that were found on conversation between buyer and seller. The total numbers of speech function were occurences 86 with deals as follow: question was 44 , statement was 12 , command was 16 and offer was 12 . Based on the data above, the dominant type of speech function on conversation in traditional market was question with the total number 44

2. Buyer and seller used mother language when they were doing transaction in traditional market. They didn't use good Bahasa, they only used mother language as daily language. The researcher got difficulties when translating into English but if we know the contextual meaning from the conversation it will make us easier to translate it. In this study, the researcher didn't find local language when they were doing business transaction.

B. Suggestions

In relation to the conclusions, Suggestions can be stayed as the following :

1. Having seen the results of the study, hopefully could provide contribution for those students who want to learn deeper and research on speech function and its types. The student of English Department are advised to study more about

speech function, so they can get better understanding how speech function are used especially in traditional market.

2. For the other researcher, it is suggested that be result of the study will be very useful for them in conducting a research related to the same study, and for the reader are suggested to know how and why speech function use in communication or use in their communication to avoid misunderstanding.

3. Those who are interested to analyzing movie are suggested to enlarge their knowledge what types of speech function, in mood of functional grammar.

REFERENCES

Creswell, J. W. 2008. *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (3rd ed.).

Eggin, S. 1994. *Introduction to Systematic.*London: St. Martin s Press

Grolier, A. 1992. *New Webster's Dictionary.* Connecticut: Grolier.

Halliday, M.A.K. 1994. *An Introduction to Functional Grammar.* London: Edward Arnold.

Halliday, M.A.K. 1985 a. *Spoken and written language.* Geelong, Victoria: Deakin University Press.

Halliday, M. A. K. and Matthiessen, C. 2014. *An Introduction to Functional Grammar.* Fourth Edition. London: Arnold Publication.

McLeod, S. A. 2007. Carl Rogers. Retrieved from

http://www.simplypsychology.org/carl-roger.html

Natsir, M. *Speech Function in Jokowi's Speeches.* Journal

Saragih, A. 2010. *Introduction Systematic Functional Grammar.* Medan:

State University of Medan (Unpublished)

Saragih, A. 2011. *Introducing English Systemic Functional Grammar of English.* Unimed, Medan (unpublished)

Saragih, A. 2017. *Discourse Analysis: A Study on Discourse Based on Systemic Functional Linguistic Theory.* Medan (unpublished)

Sulistyowati, T. 2010. *The Speech Function in the Conversations Between The Fourth Semester English Department Students of Muria Kudus University and Some Foreigners.* Upper Saddle River, NJ: Pearson Education.

Ye, R. 2006. *The Interpersonal Metafunction Analysis of Barack Obama's Victory Speech. English Language Teaching Journal, II* (3) 146-151.

APPENDIX I

Vegetable seller

Buyer	: Bang cabe merah berapa ?
Seller	: 45.000 bu. Mau beli berapa bu ?
Buyer	: Setengah kilo aja bang
Seller	: Ini bu. Makasih ya bu.

Vegetable seller

Seller	: Belanja kak?
Buyer	: Timun berapa bang ?
Seller	: Sekilo 6000
Buyer	: Tomat ?
Seller	: 8.000
Buyer	: Beli tomat aja sekilo bang.
Seller	: Ini bu.
Buyer	: Ya bang. Ni duitnya bang.

Butcher

Seller	: Beli apa kak ?
Buyer	: Berapa daging sapi bang?
Seller	: 115 kak
Buyer	: Makasih ya bang.
Seller	: Iya bu.

Vegetable seller

Buyer	: Bawang merah berapa bang ?
Seller	: 24.000
Buyer	: Seperempat aja bang
Seller	: Mau beli yang lain bu?
Buyer	: Buncis berapa bu ?
Seller	: 18.000
Buyer	: Beli 1,5 kilo buncisnya bu . Ini duitnya bu.
Seller	: Balek 4000. Amit ya bu.

Fruit Seller

Seller	: Sekilo, sekilo 10.000 ! Pilih sendiri bu !
Buyer (1)	: Kak, tolong ambilin plastik ?
Buyer (2)	: Manis ni kak? Boleh coba bu ?
Seller	: Ni bu coba aja.
Buyer (1)	: Ni kak coba timbang.

Seller	: Pilih 1 lagi bu !
Buyer (1)	: Nah bu.
Seller	: Makasih ya bu.
Buyer (2)	: Beli 2 kilo !
Seller	: Tambah 2 jeruk lagi bu.
Buyer	: Ni 2 lagi kak.
Seller	: Makasih ya bu

Fishmonger

Buyer	: Kerang berapa ni bang ?
Seller	: Yang besar 20.000, yang kecil 15.000
Buyer	: Gak kurang bang ?
Seller	: 19.000. Kalo ibu mw yg besar aja.
Buyer	: Sekilo ya bang.
Seller	: Yang lain enggak bu? Cumi 45.000 Udang 65.000
Buyer	: Enggak bang ini aja.
Seller	: Ada 1000 bu ?
Buyer	: Ntar bang. Aku cek dulu. Oh ada bang. Ni bang.
Seller	:. Yo bang sama-sama

Fruit seller

Buyer	: Pisang kepok berapa kak ?
Seller	: 12.000
Buyer	: Kalo pisang ambon ?
Seller	: 2 sisir 11.000
Buyer	: Ini aja kak. Plastiknya di pisah kak !
Seller	: Makasih ya bu.
Buyer	: Ya sama-sama.

Vegetable seller

Buyer	: Bang ini berapa sekilo ?
Seller	: Kentang berapa ? 10.000
Buyer	: Kalo jagung ?
Seller	: 7.000
Buyer	: Bang beli kentang 2 kilo sama jagungnya sekilo ya bang.
Seller	: Ada lagi ?
Buyer	: Itu aja bang.
Seller	: Jadi semuanya 27.000
Buyer	: Ni bang.
Seller	; Pas ya bu. Terima kasih bu.
Buyer	: Sama-sama bang.

Vegetable seller

Seller	: Kak, cabenya kak ? 4 ribu aja seons
Buyer	: Berapa 1 ons ?
Seller	: 4 ribu aja kak.
Buyer	: tiga setengah bisa ?
Seller	: Memang segitu harganya, sekitar 4.000. Kakak tanya sama yang lain, pasti sama semua harganya kak.
Buyer	: Oh yaudalah bungkus ya
Seller	: Berapa ons kak ?
Buyer	: 2 ons
Seller	: Ni kak. Makasih ya kak.
Buyer	; Ya.

Vegetable seller

Buyer	: Kak ada bawang putih ?
Seller	: Gada kak.

Vegetable seller

Seller	: Apa cari kak ?
Buyer	; Ada toge ?
Seller	: Ada kak, mau berapa ons ?
Buyer	: Seons berapa ?
Seller	: 8.000
Buyer	: Yaudah satu ons aja.

Vegetable seller

Buyer	: Kak, berapa timun ?
Seller	: 6.000
Buyer	: Kentang kak ?
Seller	: 10.000
Buyer	: Jagung kak ?
Seller	: 7.000
Buyer	: Kak, jagung sekilo sama kentang 2 kg ya.
Seller	: Ini plastiknya bu, pilih sendiri !
Buyer	: Ni kak timbang dulu.
Seller	: Kurang sikit lagi, tambah lagi kentangnya.
Buyer	: Yang ini kak
Seller	: Makasih ya
Buyer	: Iya.

Fruit seller

Seller	: Duku bu manis bu, kayak ibu manisnya. Hehehehe
Buyer	: Uda keriput gini bang wajahku.
Seller	: Hahaha. 15.000 aja ni bu dukunya.
Buyer	: Coba dululah bang 1 biji
Seller	: Boleh. Maniskan ?
Buyer	: Beli sekilo ya bang.
Seller	: Ok. Ni bu. Makasih ya
Buyer	: Ya bang.

Fishmonger

Buyer	: Cumi berapa bang ?
Seller	: 45.000. Lele 20.000. Udang 65.000. Kalo ibu mau 63.000 aja
Buyer	: Masih baru bang ?
Seller	: Kalo udangnya baru tadi pagi dari Belawan.
Buyer	: Cak tolong ambilkan dulu plastic tu bang.
Seller	: Ini segar bu.
Buyer	: Da bang, timbang !
Seller	: Pas sekilo.
Buyer	: Minta air bersihnya bang ?
Seller	: Ni bu. Makasih ya bu
Buyer	: Iya sama-sama.

Vegetable seller

Buyer	: Bu beli garam 1 sama gula 2 kg.
Seller	: Ni dek. Ada lagi ?
Buyer	: Oiya itu tomat sekilo. Berapa semuanya bu?
Seller	: 38.000
Buyer	: Ambil duitnya bu !
Seller	: Makasih ya dek.
Buyer	: Ya bu.

Fruit seller

Buyer	: Bang nenas berapa ?
Seller	: 7.000
Buyer	: Mahal kali bang.
Seller	: Iya bu, soalnya belum musimnya.
Buyer	: Pilihin yang tua ya bang, yang manis.
Seller	: Ni bu. Makasih ya bu.
Buyer	: Yo

Fruit seller

Buyer	: Berapa ini bang ?
Seller	: Sekilo 10.000
Buyer	: Murah kali bang. Biasanya 18.000
Seller	: Iya bu di Jawa panennya berlebih jadi dikirim kemari.
Buyer	: Ooohh
Seller	: Mau ambil berapa bu ?
Buyer	: 4 kilo bang.
Seller	: 40.000
Buyer	; Ni ya bang 40.000. makasih ya
Seller	: Sama-sama.

Vegetable seller

Buyer	: Eda, berapa bayam seikat ?
Seller	: Dua setengah
Buyer	: Bawang putih sama bawang merah ?
Seller	: Bawang putih 25.000, bawang merah 24.000
Buyer	: Bawang putih setengah kilo sama bayam seikat.
Seller	: Ada lagi kak ?
Buyer	: Cabe rawit sekilo
Seller	; Yang lain gak dibeli?
Buyer	: Tolong kak minta plastik yang besar ? ni kak duitnya
Seller	: Jadi balek 4.000. makasih kak
Buyer	: Ya eda

Fishmonger

Buyer	: Bang kepiting berapa ?
Seller	: Kalo kepiting batu 38, kalo kepiting merah 40. Mau yang mana bu ?
Buyer	: Kuranglah bang ? Yang kepiting merah
Seller	: 38 kalo ibu mau.
Buyer	: Iya bang. Aku beli sekilo bang
Seller	: Ini bu. Jadi baleknya 2.000. Makasih ya bu.
Buyer	: Iya bang.

Fruit seller

Buyer	: Kak, pokat berapa sekilo ?
Seller	: 15.000.
Buyer	: Bisa kurang kak ?
Seller	: Bisa. 13.000 kalo ibu mau
Buyer	: Yaudalah bu. Beli 2 kilo. Pilihin yang tua kak !
Seller	: Ini bu pokatnya.

Buyer   : Ni kak.
Seller   : Makasih ya bu
Buyer   : Ya kak.

Fruit seller

Buyer   : Bang ni semangka berapa kilo ?
Seller   : 2.3 kilo bu.
Buyer   : Berapaan ni bang ?
Seller   : 15
Buyer   : Gak kurang bang ?
Seller   : 13 buat ibu.
Buyer   : Manis bang ?
Seller   : Ibu boleh tes. Ni bu coba
Buyer   : Manis. Aku beli ni bang.
Seller   : Ni bu. Makasih bu
Buyer   : Ya bang.

APPENDIX II

The Analysis of The Speech Function on Conversation in Traditional Market in Medan

No	Utterances	Speech function				Contextual meaning
		S	Q	O	C	
1	Bang, cabe merah berapa ? (How much is the chili, sir ?)		●			The Subject (bang) puts in the first of sentence to attracts the attention the seller and followed by object (cabe merah) as the point of the conversation
2	Mau beli berapa bu ? (How many do you want, mam ?)		●			The verb (mau) puts in the first of the sentence it means the seller hopes the buyer buys a lot of goods from her and there is object in here because the seller already knows what kinds of goods will she buy
3	Belanja kak ? (Look around at my shop, mam !)				●	Verb (belanja) puts in the first of the sentence because the seller directly to the point without using object
4	Timun berapa bang ? (How much is the cucumber, sir ?)		●			The buyer puts the object (timun) as the point of the conversation because she wants to know how much it cost
5	(Tomat ?) (how about the tomato ?)		●			The buyer only use object (tomat) without followed by subject or verb because the seller already knows if the buyer asks the information about the price of goods
6	Beli tomat aja sekilo bang. (I want to buy 1 kg of tomato, sir.)				●	The buyer uses verb (beli) in the first of the sentence because she only want to buy 1 kg of

No.	Sentence					Explanation
		●				tomatoes
7	Ini bu. (This is the money, mam.)	●				The buyer only use determine (ini) because the seller already knows what is the object
8	Beli apa kak ? (Do you want to buy something, mam ?)		●			The seller offering the goods without use the object in this sentence
9	Bawang merah berapa bang ? (How much is the onion, sir ?)		●			The object (bawang merah) puts in the first of the sentence because the buyer only want to know the price of the onion
10	Mau beli yang lain bu ? (Do you want to buy another ?)		●			The seller offers the buyer to buy another goods without says the specific goods
11	Buncis berapa bu ? (how much is the bean, mam ?)		●			The seller puts the object (buncis) in the first of the sentence as the point of this conversation
12	Beli satu setengah kilo buncisnya bu. (I want to buy 1,5 kg of bean, mam.)	●				The buyer use verb "beli" as the subject when giving information to buy the bean.
13	Pilih sendiri bu ! (Choose by yourself, mam !)				●	There is no object in this sentence because the buyer already knows about the object
14	Kak, tolong ambilin plastik ? (Mam, can you give me a plastic ?)			●		The Subject (kak) puts in the first of sentence to attracts the attention the seller
15	Boleh coba bu ? (May I try this ?)			●		The buyer offers to the seller without put the object in this sentence
16	Ni bu coba aja. (You can try this mam)	●				There is no object in this sentence because the buyer already knows what is the object
17	Ni kak coba timbang ? (Can you scale this, mam ?)			●		The Subject (bu) puts in the first of sentence to attracts the attention the seller
18	Pilih satu lagi mam ! (Choose one more, mam !)				●	There is no object in this sentence because the

No	Sentence					Explanation
						buyer already knows what is the object
19	Beli 2 kilo ! (Buy it for 2 kg !)				●	There is no object in this sentence because the buyer already knows what is the object
20	Tambah 2 jeruk lagi, bu ! (Add 2 oranges more, mam !)				●	The verb (tambah) puts in the first of the sentence to give orders to the buyer
21	Kerang berapa ni bang ? (How much is the clam, sir ?)		●			The buyer uses the object (kerang) as the point of the sentence
22	Gak kurang bang ? (Can it less, sir ?)			●		There is no object in this sentence because the seller already knows the object
23	Yang lain enggak bu ? (How about the other, mam ?)		●			The seller offers the other things without says the object
24	Ada 1.000 bu ? (Do you have Rp.1000, mam ?)		●			"1000" it means the money with nominal Rp.1000, the seller doesn't say the specific nominal of the price
25	Ntar bang ! (Wait a second, sir !)				●	The buyer gives orders to the seller because she is looking for the money
26	Aku cek dulu. (I will check it first.)	●				There is no object in this sentence because the buyer already knows the object
27	Pisang kepok berapa kak ? (how much is the kepok banana, mam ?)		●			The seller puts the object (pisang) in the first of sentence as the point of the conversation
28	Kalo pisang ambon berapa? (How about ambon banana ?)		●			The object (pisang ambon) as the point of the conversation
29	Plastiknya dipisah kak ! (Separate the plastic, sister !)				●	The object (plastic) puts in the first of the sentence as the point of the conversation
30	Bang ini berapa sekilo ? (How much is this per kilogram, sir ?)		●			The Subject (bang) puts in the first of sentence to attracts the attention the

No	Sentence					Explanation
						seller and there is no object in this sentence because the seller already knows what is the object
31	Kentang berapa? (how much is the potato ?)		●			The object (kentang) puts in the first of the sentences as the point of the conversation
32	Kalo jagung ? (how about corn ?)		●			The buyer only puts object (jagung) to ask the price of corn
33	Bang beli kentang 2 kilo sama jagungnya sekilo ya bang . (Sir, I want to buy 2 kg of potato and 1 kg of corn.)	●				The Subject (bang) puts in the first of sentence to attracts the attention the seller
34	Ada lagi ? (Anything else ?)		●			The seller is asking question to the buyer without says the specific object
35	Kak, cabenya kak ? (Do you want to buy chili, mam ?)		●			The Subject (kak) puts in the first of sentence to attracts the attention the seller
36	Berapa 1 ons ? (How much is it per ons?)		●			There is no object in this sentence because the seller already knows what is the object
37	Tiga setengah bisa ? (May I buy it for Rp.3.500 ?)			●		"tiga setengah" it means the money with nominal Rp.3.500, the seller doesn't say the specific nominal of the price
38	Kakak tanya aja sama yang lain, pasti sama semua harganya ? (You ask to another seller, the price is same.)	●				The seller doesn't says specific object to give the statement because the buyer already knows what is the object
39	Oh yaudalah bungkus ya ? (Oh alright, can you packet it ?)			●		The buyer asks for help to packet the chilies to the seller
40	Berapa ons kak ? (How much ons do you want, sister ?)		●			There is no object in this sentence because the seller already knows what is the object
41	Kak, ada bawang putih ? (Do you have garlic, sister ?)		●			The Subject (kak) puts in the first of sentence to

No	Sentence					Explanation
						attracts the attention the seller
42	Apa cari kak ? (What are you looking for, sister ?)		●			The seller offers the goods without using the specific object
43	Ada toge ? (Do you have bean sprouts ?)		●			There is no aux (punya) in this sentence to asks about bean sprouts to the seller
44	Seons berapa ? (How much is it for 1 ons ?)		●			There is no object in this sentence because the seller already knows what is the object
45	Kak, berapa timun ? (How much is the cucumber, mam ?)		●			The Subject (kak) puts in the first of sentence to attracts the attention the seller
46	Kentang kak ? (Do you want to buy potato, mam ?)		●			The seller puts the object (kentang) in the first of the sentence as the point of the conversation when the seller ask to buy the potato to the buyer
47	Jagung kak ? (Do you want to buy corn, mam ?)		●			The seller asks the information by putting the object (jagung) in the first of the sentence
48	Ini plastiknya bu, pilih sendiri ! (This is the plastic mam, choose by yourself !)				●	The seller doesn't put the object when gives the statement
49	Ni kak, timbang dulu ! (Mam, please scale it first !)				●	The buyer orders the seller to scale the goods
50	Kurang sikit lagi, tambah lagi kentangnya ! (it is less, add more potatoes!)				●	The seller orders the buyer to add more potatoes
51	Uda keriput gini bang wajahku. (My face is wrinkled, brother.)	●				The buyer puts adjective (keriput) in the first of the sentence as the point of the conversation
52	Coba dululah bang 1 biji (Try it first, sir !)				●	The seller offers to try the duku to the buyer
53	Maniskan ? (Is it sweet ?)		●			The seller asks about the taste of duku without puts object (duku) in this sentence because the buyer already knows

No.	Sentence					Explanation
						a what is the object
54	Beli sekilo ya bang. (I want to buy it for 1 kg, sir)	●				The buyer buys 1 kg of duku without using subject in the sentence
55	Cumi berapa ya bang ? (How much is the squid, sir ?)		●			The object (cumi) puts in the first of the sentence as the pint of the conversation
56	Masih baru bang ? (Is it fresh, sir ?)		●			There is no object in this sentence because the seller already knows what is the object
57	Kalo udangnya baru tadi pagi dari Belawan (If the shrimp is still fresh from Belawan)	●				The seller gives the statement by putting the object (udang) as the point of the conversation
58	Cak tolong ambilkan dulu plastik itu ? (Can you take the plastic for me ?)			●		The buyer puts verb (cak) in the first of the sentence to asks for help to the seller
59	Da bang, timbang ! (Scale it, sir !)				●	The Subject (bu) puts in the first of sentence to attracts the attention the seller and the object is not specific
60	Minta air bersihnya bang ? (Can you give me any water, sir ?)			●		The verb (minta) puts in the first of the sentence to give orders to the seller
61	Bu beli garam 1 sama gula 2 kg. (Mam, I want to buy a packet of salt and 2 kg of sugar.)	●				The Subject (bu) puts in the first of sentence to attracts the attention the seller
62	Ada lagi ? (Anything else ?)		●			The seller is asking question to the buyer without says the specific object
63	Berapa semuanya bu? (How is the cost altogether ?)		●			The buyer is asking the total price of goods without says the specific object
64	Ambil uangnya bu ! (Take the money, mam !)				●	The verb (ambil) puts in the first of the sentence to give orders to the seller
65	Bang berapa nenas ?		●			The Subject (bang) puts

No	Sentence					Explanation
	(How much is the pineapple, sir ?)					in the first of sentence to attracts the attention the seller
66	Pilihin yang tua ya bang, yang manis ! (Choose the old one and the sweet one, sir !)			●		The verb (pilihin) puts in the first of the sentence to give orders to the seller and there is no object in this sentence because the seller already knows what is the object
67	Berapa ini bang ? (How much is this, sir ?)		●			There is no object in this sentence, the buyer only want to know the price of goods and the seller already knows the object
68	Iya bu di Jawa panennya berlebih jadi dikirim kemari. (yes mam because in Java the harvest was overload so it was sent to here)	●				The seller answer the question and explain the reason from the question from the buyer completely
69	Mau ambil berapa bu ? (How many do you want, mam ?)		●			There is no object in this sentence because the buyer already knows what is the object
70	Eda, berapa bayam seikat ? (How much is a bundle of spinach, mam ?)		●			The Subject (eda) puts in the first of sentence to attracts the attention the seller
71	Bawang putih, bawang merah ? (How about Garlic and onion ?)		●			There is no subject and verb in this sentence, the buyer goes to the point by only put the object (bawang putih, bawang merah) in this sentence
72	Ada lagi kak ? (Anything else ?)		●			There is no object in this sentence, the seller offers another things without says the specific goods
73	Yang lain gak dibeli ? (Do you want to buy another ?)		●			There is no object in this sentence, the seller offers another things without says the specific goods
74	Tolong kak minta plastik yang besar ? (Can you give me a big plastic, sir ?)			●		The buyer puts verb (tolong) in the first of the sentence to ask for help from the seller

No	Sentence					Explanation
75	Bang kepiting berapa ? (How much is the crab, sir ?)		●			The Subject (bang) puts in the first of sentence to attracts the attention the seller and followed by the object (kepiting) as the point of this sentence
76	Kuranglah bang ? (Can it less ?)			●		There is no object in this sentence because the seller already knows the object
77	Aku beli sekilo bang . (I buy it for 1 kg, sir)	●				There is no object in this sentence because the seller already knows what is the object
78	Kak pokat berapa sekilo ? (How much is 1 kg of the avocado, mam ?)		●			The Subject (bang) puts in the first of sentence to attracts the attention the seller and followed by the object (pokat) as the point of this sentence
79	Bisa kurang kak ? (Can it less ?)			●		There is no object in this sentence because the seller already knows the object
80	Pilihin yang tua kak ! (Choose the old one, mam !)				●	There is no object in this sentence, the buyer goes to the point and the seller already knows about the object
81	Bang, ni semangka berapa kilo ? (Sir, What is the weight of this watermelon ?)		●			Subject (bang) puts in the first of sentence to attracts the attention the seller and followed by object (semangka) as the point of the conversation
82	Berapaan ini bang ? (How much is this, sir?)		●			There is no object in this sentence, the buyer only want to know the price of goods and the seller already knows the object
83	Gak kurang bang ? (Can it less, sir ?)			●		There is no object in this sentence and the buyer goes to the point because the seller already knows what is the object
84	Manis bang ?		●			The buyer directly to the

		S	Q	C	O	
	(Is it sweet, sir ?)					point that is why she only use adjective (manis) in the first sentence because the seller already knows what is the object
85	Ibu boleh coba. (You can try it)	●				There is no object in this sentence because the buyer already knows what is the object
86	Aku beli ini bang. (I buy this, sir.)	●				There is no object in this sentence because the seller already knows what is the object

Note:

Kinds of speech function	The total number
S = Statement	14
Q = Question	44
C = Command	16
O = Offer	12