

CONVERSATIONAL ANALYSIS OF SELLING-BUYING IN DOLOK SANGGUL TRADITIONAL MARKET

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Abstract

The thesis deals with conversational analysis of selling-buying in DolokSanggul traditional market. The objectives of this study were to find out types and most dominant type of turn-taking used in Batak Toba Seller and buyers in DolokSanggul Traditional market. The study was conducted by using descriptive qualitative method. The data of the study were conversation and interaction between sellers and buyers during the selling-buying process. The data of this study contained 25 conversations. The data analysis were taken by listing and tabulating the data. The data were analyzed based on the theory that proposed by Sack et al (1974) . The findings inducted that there were three types of turn-taking found in Doloksanggul Traditional market . The finding were showed that CS2TNS (48%) SS (20%) and SCS (32%) and the most frequent turn-taking occurred in the conversation among seller and buyer is Current Speaker Select the Next Speaker (C2TNS). The conversation described how participant organize their interaction by distributing turns to the speakers. The transition from turn to next with no gap and no overlap are common occurred.

Keywords: Batak Toba Seller and buyer , Conversational , Turn-taking.

INTRODUCTION

Traditional market is one places where seller and buyer meet. They need language to communicate. Sellers and buyers are required to always communicate well in the buying and selling process. When buying and selling process occurred, the transition between the seller and buyer is found. The activity of selling and buying in the market flows well because it has a role in conversation or usually called a conversational structure. The interaction between buyers and sellers has a shift which is called as turn taking. When buyer asks for something about the goods in the market, the seller automatically answers it, or even both seller and buyer ignores the answer, the turn taking between them occurred. In this case, the traditional market in DolokSanggul has its own uniqueness in the use of turn taking. In daily life, a community in DolokSanggul still converses with the local language. A great deal of turn taking research has been conducted on the theory and most field of research found in the movie, talk show, and classroom interaction. This research found the types and the dominant types of turn-taking. Therefore it is not only an approach to linguistics as pragmatic but also with sociolinguistic. Thus the researcher is undertaken with the title “Conversation Analysis of Selling-Buying in DolokSanggul Traditional Market.”

REVIEW OF LITERATURE

Conversation analysis is a method for studying natural conversation. It is a way of thinking about and analyzing the pragmatics of everyday conversation, with an emphasis on the interactive, practical construction of everyday exchanges. Conversation analysis, according to Sack et al (1974), is the study of talk in interaction in which two or more participants freely alternate in speaking, as well as how people take and manage turns during conversation or interaction. According to Litoseliti (2010), conversation analysis is the understanding of how participants negotiate turn-taking within a stretch of talk. The goal of this concept is to contribute to the discussion. Offering contribution is concerned with how to begin, continue, and end the conversation. So, CA is the speakers' way of saying a systematic analysis of talk.

According to Stenstrom in Anwair (2016), turn-taking can be complicated because the speaker who responds to the current speaker may not have adequate preparation. This situation could come up during the conversation. The process by which people in a conversation decide who will speak next is referred to as turn-taking. It happens after one person has finished speaking and another has begun. There are no formal rules in everyday conversation about who can talk, when, and about what; instead, who gets a turn in a conversation. Conversation analysis is divided into three categories: turn-taking, adjacency pair, and preference organization. Turn-taking is one of the underlying mechanisms in conversation, and its purpose is to promote and sustain conversation. Turn-taking also changes the process by which party is doing the talk of the moment. The exchange of speaker roles in interaction is referred to as interactional understanding of turn. The opportunity to hold the floor is defined by the turn, not by what is said while holding it. The speaker's right or obligation to speak, as well as the concept of the floor—who has the

privilege of keeping the floor—are at stake here. The system that manages turn sequences, such as how the next speaker is selected, is managed. As a result, it is not thought to be influenced by social context. Ritual constraints differ from one situation to the next and from one culture to the next. In a social sense, speakers are viewed in relation to others. As a result, cultural context influences turns as well.

This research adapted Sack et al. (1974) theory that turn taking is the process through which the party doing the talk in moment is changed. From statement above the researcher conclude turn taking is when someone starts to speak and stop and another people start to speak and stop or simply it's called a process of speaker changes. In the first stage of the development of turn-taking, Sack et al. (1974) focus on analyzing and identifying features of the turn system in a variety of different conversation. Generally, the opportunity to speak occurs when the current speaker (A) ends his turn. Furthermore, the local management system can also be called "Turn-taking rules." It is divided into three simple types there are explained:

- Current Speaker Select the Next Speaker (CS2TNS)

Current Speaker Select the Next Speaker (CS2TNS) is the first turn-taking rule in which the next turn happened if it is allocated by the current speaker or participant in conversation who is „in the floor“ select another speaker to be next speaker.

Example:

Buyer : *sadiakantang onnantulang? (how much is this potato, aunty?)*

Seller : *sampuluribusakilo(Rp.10.000/-per kg)*

Buyer : *bahenjodua kilo di au(Give me two kilos, please!)*

Seller: *niondah(here you are)*

When the current speaker (buyer) speaks (or give a question), the seller is selected as the next speaker.

- Self-Select (SS)

Self-Select is the rule of turn taking, this rule happens if the speaker does not choose the next speaker; another person can self-select to start speaking or switch the roles to become current speaker.

Buyers1 : *(just look at the chilies)*

Sellers : *adongnaduapuluhribuadongnaduapuluhlima(different types different cost)*

Buyers1 : *(left the situation)*

Sellers : *(silent)*

Buyers2 : *baenjusakilo di au edacabemon(give me a kilo) Seller : nadiaeda (which one)*

Buyers2 : *nabagak on ma(this good one)*

Seller: *nioneda (here you are)*

- Current Speaker Continuous (CSC)

This rule applies when the chosen speaker does not take his or her turn and does not self-select. The current speaker may continue to repeat the rules in the conversation. Simply put, if no one else chooses to speak, the speaker may decide to continue speaking.

Example:

Seller: *aha ma di eda*(do you looking for something in particular?) Buyer : *daongeda* (just looking around those things)

Seller: *beliduaholansada do dibayar*(buy one get one) Buyers : (left the situation)

Seller: *beliduabayarnyasatu, harga sore, harga sore* (buy one get one)

Starting up, taking over, interrupting, and overlapping are all examples of taking the floor. Holding the turn is used when the speakers still want to continue or keep the opportunity to speak but are unable to do so because they are speaking at the same time. Finally yielding the floor has meaning to produce someone the turn to next speaker usually uses a question or statement. In general, the conversation has turn-taking distribution such as I speak- You speak- I speak- You talk about this system also said as rules to manage the interaction.

RESEARCH METHODOLOGY

This study used descriptive qualitative research. The researcher used some tools to help with the research process, such as a recorder to record the conversation between the seller and buyer and a camera to capture their interaction. The data were in the form of the utterances used by the sellers and buyers in DolokSanggul Traditional Market. The participants of this study were 25. They were selected purposively based on the time and situation. Documentation was conducted to obtain the accurate data in the form of images about the value of culture and the pattern of their activity in the Market by capturing and recording the design and interaction of buying and selling process with consumers. The researcher analyzing the data with selecting, transcribe and identifying the data. Finally, the researcher was drawing the conclusion of the research analysis.

FINDINGS AND DISCUSSIONS

Findings

No	Types of turn taking	Number of occurrences	percentage
1	Current speaker select the next speaker (CS2TNS)	12	48%
2	Self-select (SS)	5	20%
3	Current speaker continuous (CSC)	8	32%
	Total	25	100%

After analyzing all the data of turn-taking types that occurred in Doloksanggul traditional market, such as Current Speaker Select the Next Speaker (CS2TNS), Self Select(SS) and Current Speaker Continuous (SCS). The findings were concluded that CS2TNS (48%)SS (20) and SCS (32%). The most frequent turn-taking occurred in the conversation among seller and buyer is Current Speaker Select the Next Speaker (CS2TNS). The conversation described how participant organize their interaction by distributing turns to the speakers. The researcher discovered phenomena in turn taking that occurred in the traditional market of DolokSanggul, such as gaps or silence. A longer transition space results in silence in the conversation or situation. Silences work in a variety of ways, depending on context and interpretation. Silence occurs in the middle or at the end of a conversation, followed by someone who begins to speak with an answer or a question, which is referred to as adjacency pairs. Overlap is another phenomenon that affects turn taking. Conversations at DolokSanggul Traditional Market also overlapped. It happens when two people speak at the same time. The point of overlap is treated as a break.

Discussions

However, as previously stated, the focus of this analysis is the conversation of turn taking used by the seller and buyer. The recorder lasts approximately 80 minutes and 23 seconds. From the conversation there were 25 conversations as data containing turn taking types. The finding were conclude CS2TNS (48%)SS (20) and SCS (32%). In addition, among all the types are found the most dominant turn taking types that occurred in the conversation among seller and buyer is Current Speaker Select the Next Speaker (CS2TNS). It is dominated because the conversation in the traditional market contains so many question and need explanation even from the buyer or seller. There were some factor why do self-select less than Current speaker continuous.

In this case, the basic concept of turn taking is switching the roles of the seller and buyer. Furthermore, the researcher claims that the findings of this study are supported by the rule of turn taking types established by Sack et al (1974), which states that turn taking is classified into three simple types. Even though the participants (sellers and buyers) occasionally interrupt and overlap each other, making the conversation less than smooth and comfortable, they have mostly followed the rule of turn taking rules based on Sack theory.

This study's findings differ from those of previous studies. The current study discovers that the topic of conversation influences the process of taking turns in every interaction. And the most common type is Current Speaker Choose the Next Speaker (CS2TNS). Unlike previous studies on turn-taking by Astuti S P (2018) with the title "PolahAlihTuturdalamNaskah Drama First Love" karya Ingrid Wisnu. The pattern of turn-taking based on the closest adjacency used how to acquire, steal, create, continue, and seize. This study differs in that it focuses on the rule of turn taking. In fact, it is referring to the context once more. Then came Imam Abdilah (2016) The purpose of this research is to describe the rules of turn-taking

that occurred during a conversation between the actors in the film Kung-Fu Panda 3. Aside from that, there are some factors that influence turn-taking behavior in that film's actors' conversations, such as gender, personality, and culture. In this case, why do self-self less in number of accordance with it because some factors, in this case when the seller asked the buyer because it was an economic factor, the buyer took response. As a result, self-selection occurred only infrequently in this study. When the seller's utterances were in understatement, ambiguity, or rhetorical question, they were used as a polite expression. Because of their social standing, the seller expressed politeness. Buyers and sellers in Batak Toba generally express politeness by using in-group identity markers. They used the address form as well as group language and dialect.

CONCLUSIONS

In DolokSanggul Traditional Market, there are three types of turn taking: Next speaker is chosen by the current speaker, followed by self-selection and the current speaker. continuous Current Speaker Select the Next Speaker (C2TNS) is dominated because the traditional market conversation contains so many questions that require explanation even from the buyer or seller. The researcher claims that the findings of this study are supported by Sack et al rule .'s of turn taking types (1974) A longer transition space results in silence in the conversation or situation. Conversations at DolokSanggul Traditional Market also overlapped. It happens when two people speak at the same time. The point of overlap is considered an interruption. It is expected that the conversation will flow smoothly if we understand turn taking rules and apply them in our everyday conversations. Sack et al theory .'s about turn-taking was discovered in a conversation about selling-buying in the DolokSanggul traditional market.

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