

## CHAPTER IV

### DISCUSSION

In this chapter, the writer presents the data analysis and the interpretation of this present study. The data analysis is presented first. After that, the writer discusses about the interpretation of the findings of this present study.

#### 4.1. Data Analysis

In this sub-chapter, the writer presents the analysis of the finding of the collected data. Firstly, the writer calculated the frequency of request utterances produced by the speakers in both stalls based on the theory of request strategies proposed by Blum-Kulka, House, and Kasper (1989). The calculation is presented in a table and only strategies that appeared in the data are put in the table. Next, the writer analyzed request strategies in the first stall, which is seeds and nuts stall. At this point, the utterances of the buyers that contained request were analyzed in order to find out what strategies were used by the buyers in making that request. Then, in the next sub-chapter, the analysis of request strategies in the second stall, namely garlic and shallot stall is presented. The writer did the same analysis technique as the previous sub-chapter to reveal the strategies that were used by buyers in this second stall. The calculation of the data can be seen on the table below.

**Table 1. Frequency of Request Strategies**

Request Strategies		Frequency		Total Frequency	Total Strategies	Percentage
		Seeds and Nuts Stall	Garlic and Shallot Stall			
Direct Level	Mood Derivable	5	4	9	13	38,23%
	Want Statements	1	3	4		
Conventionally Indirect Level	Suggestory Formula	1	3	4	14	41.17%
	Query Preparatory	2	8	10		
Non-Conventionally Indirect Level	Strong Hints	2	3	5	7	20,60%
	Mild Hints	0	2	2		
Total		11	23	34		100%

There were 34 utterances that contain request found in the collected data. Of the 34, 11 were found at the seeds and nuts stall, and 23 were found at garlic and shallot stall. The utterances then were classified according to the strategy type used by the buyers. From the nine strategy types proposed by Blum-Kulka, House, and Kasper (1989), there were only six types that appeared on the utterances of the buyers at *Pasar Pabean* Surabaya. At the first stall, vast majority of the buyers used mood derivable to deliver their requests. On the other hand, most of the buyers at the second stall applied query preparatory in their requests. Interestingly, the buyers at both stalls rarely (2/23) and even did not (0/11) use mild hints in delivering their request, making it as the less used strategy types by overall buyers. As for the most widely used strategy type, the overall buyers tended to use query preparatory (10/34) in making their requests.

#### **4.1.1 Request Strategies in a Seeds and Nuts Stall**

According to Blum-Kulka, House, and Kasper (1989), there are three strategies and nine sub-strategies that are used by speakers in making request. The three strategies are direct strategy, conventionally indirect strategy, and non-conventionally indirect strategy. Those three strategies are still divided again into nine strategy types, namely mood derivable, explicit performatives, hedged performatives, obligation statement, want statement, suggestory formula, query preparatory, strong hint, and mild hint. Nevertheless, the buyers in this stall only applied six strategy types out of the nine strategy types mentioned above. There are several excerpts that were used in this present study. The writer uses some abbreviations in this study, S stands for the seller and B refers to the buyer.

##### **4.1.1.1. Direct Requests**

Direct request refers to speaker's utterances in which the illocutionary force of their utterances is explicitly mentioned (Blum-Kulka, House, and Kasper, 1989). This request is reflected in five strategy types. However, as previously mentioned, there were only two common strategy types used by the buyers in this stall, i.e. mood derivable and want statements.

##### **4.1.1.1.1. Mood Derivable**

Mood derivable is an utterance in which the grammatical mood is used to signal the illocutionary force (Blum-Kulka, House, and Kasper, 1989). This strategy type is usually signified by the use of imperative mood. This type of

mood is usually used to express direct command and is considered as a bit rude if the speaker applies it in wrong context. In this stall, buyers who used this type of strategy usually asked the sellers to cut the price by directly mentioning their desired price or by directly telling the sellers to do so using words like “*potong*” and “*kurang*” which mean cut (the price) in their utterances.

### Excerpt 1

Context: An old Javanese buyer wanted to buy coffee at a stall which is owned by a middle-aged Chinese woman.

B : *Bu, iki kopi piro iki bu?*

‘Ma’am, how much the price of this coffee?’

S : *Selawe setengah iku pak kopine.*

‘The price of the coffee is twenty five thousand.’

B: *Selawe ae*

‘Twenty five thousand, huh.’

On the above excerpt, the buyer wanted to buy a coffee there and when he knew the price, he asked the seller to cut the price. The buyer used direct strategy, specifically that of mood derivable type to bargain the price. It can be seen from the sentence “*selawe ae*” in which the buyers directly mentioned his desired price to the sellers, in spite of the fact that the way he delivered his request was a bit harsh and impolite. Nonetheless, because he is a loyal customer of the stall and always buys the coffee in a large quantity, the seller did not consider his direct request as impolite and decided to give the buyer some price reduction instead.

### Excerpt 2

Context: An old Madurese woman bargained the price of pepper to the seller who was a middle-aged Chinese woman.

S : *Sa’ang lema ebuh, seperapat sapuluh ebuh*

'The price of the pepper is five thousand, quarter of a kilo worth ten thousand.'

B : *Potong seperempat cik, hehe.*

'Cut the price if I buy quarter of a kilo, hehe.'

S: *Sa'ang naik.*

'The price of pepper is rising.'

Similar to the previous buyer, this buyer also used direct strategy in making her request to the seller. However, instead of directly mentioning the desired price, she preferred to use the word "*potong*" which means cut (the price). Her utterance was classified as mood derivable because of the bare verb "*potong*" that she used. However, she modified her imperative sentence by adding a laughing "*hehe*" in order to lessen the effect of her illocutionary force, hence; it can make her request sounded more polite.

#### 4.1.1.1.2. Want Statement

This strategy type refers to an utterance which expresses speakers' desires or feelings that the hearers can perform the act (Blum-Kulka, House, and Kasper, 1989). Looking at the place of order of this strategy type in the table 1, want statement is considered as the most indirect direct request. In this strategy type, the buyers expressed their desires or feelings to the sellers typically by using the word "want".

#### Excerpt 3

Context: An old Javanese wanted to buy two hundred kilos coffee beans in a stall which is owned by a middle-aged Chinese woman.

B : *Masak Allah bu, selawe ae.*

'Oh my God, just give it for twenty five thousand.'

S : *Ojok, apik iku kopine pak. Kopi malang iku, apik, jamin.*

'Don't, that is good quality coffee. The coffee is from malang, best quality, I guara<sup>9</sup>intee.'

B : *Yo wes, yo wes. Aku gelem rong kwintal ae.*  
'Okay, okay. Give me two hundred kilos.'

The buyer wanted to buy two hundred kilos coffee beans. He succeeded in bargaining the price of the coffee beans and finally got only two hundred and fifty rupiah reduction from the seller. In the end of their conversation, the buyer applied want statement in his request. In his utterance, the want statement could be recognized through the word “*gelem*” that he used. The word “*gelem*” in Javanese language has an equal meaning to the word “want” in English and is usually used to express speakers’ desires to the hearers. This strategy type, in this study, was usually found in the last part of the conversation between sellers and buyers, mostly after the sellers and the buyers dealt with the final price, and usually used as a confirmation to the sellers about the quantity of the stuff that the buyers wanted to buy.

#### **4.1.1.2. Conventionally Indirect Requests**

In this strategy, the illocutionary force of the speakers’ utterances are stated indirectly (Blum-Kulka, House, and Kasper, 1989). Suggestory formula and query preparatory are two strategy types that are included in conventionally indirect requests.

##### **4.1.1.2.1. Suggestory Formula**

Suggestory formula refers to utterances spoken by speakers that contain suggestion to hearers (Blum-Kulka, House, and Kasper, 1989). The suggestion is typically signified by the use of the words “how about...” or “why don’t you....”

in English. On the other hand, in this stall, the suggestion is mostly expressed by the use of the words “ga....ta?”.

#### Excerpt 4

Context: A young Javanese woman wanted to buy three packs of cinnamon. After she knew the price, she tried to bargain the price to the seller who was a middle-aged Chinese woman.

- B : *Yo wes, setengah ae. Lek sing iku njupuk telu piro?*  
 ‘Okay then, I buy half kilo. How about that one, if I buy three packs, how much will the price be?’
- S : *Opo?*  
 ‘Which one?’
- B : *Iku lo.*  
 ‘That one.’
- S : *Songolas setengah.*  
 ‘Nineteen thousand and five hundred.’
- B : *Ga songolas ta,hah?*  
 ‘How about nineteen thousand?’

On the above conversation, the buyer asked about the price of the stuff to the seller and because she thought that the given price was too expensive, she bargained the price using suggestory formula strategy type. In realizing this request, she used the form “ga....ta?” which is usually used to suggest something, as can be seen on the above example, “ga songolas ta?” which means “how about nineteen thousand?”. By using that form, as found in this present study, the buyer suggested her desired price, i.e. nineteen thousand, to the sellers in order to get information about the seller’s capability in cutting the price of the stuff the buyer was going to buy. Interestingly, it means that this strategy type is not merely used to ask information about hearers’ availability, but it can also be used to get information about hearers’ capability in doing the speakers’ requests.

#### 4.1.1.2.2. Query Preparatory

Query preparatory is utterances that contain reference to preparatory conditions, such as ability and willingness (Blum-Kulka, House, and Kasper, 1989). This type of strategy, in Bahasa Indonesia, is signified by the use of the words “*boleh*” or “*bisa*” (Hassall, 1999).

#### Excerpt 5

Context: A young Madurese woman bargained the price of candlenuts to a middle-aged Chinese woman seller.

- S : *Kemiri pecah, kemiri pecah ngalak barempa?*  
 ‘Whole candlenut, how many whole candlenut are you going to buy?’
- B : *Ngalak sepoloh*  
 ‘Ten kilos.’
- S : *Sepoloh, engkok betong sanga beles la ngodeh.*  
 ‘Ten kilos, I give you special price, nineteen thousand.’
- B : *Tak ole korang ye cik?*  
 ‘Can you reduce the price?’

The Madurese woman went to that stall to buy some candlenuts. However, she did not satisfy with the given price, thus she bargained the price to the seller. In bargaining the price, she applied query preparatory strategy type. In this conversation, query preparatory was signified by the use of the word “*tak ole*” which means “cannot”. The common word to signify this type in English is “can” and in Bahasa Indonesia, this strategy types is often signified by the use of the word “*boleh*” or “*bisa*” (Hassall, 1999). However, in this stall, the buyers tended to use the negation of the modal verb can, namely cannot (*tak ole*) in order to mitigate the illocutionary force of the request. Hence, the seller did not feel offended by the request delivered by the buyers.

### 4.1.1.3. Non-Conventionally Indirect Requests

This kind of request is also known as hint. In non-conventionally indirect request, the illocutionary force of the utterances is conveyed implicitly (Blum-Kulka, House, and Kasper, 1989). Thus, the speakers who apply this strategy usually only mention part of the act and the context helps the hearers in understanding the request. This request can be divided in two strategy types, namely strong hint and mild hint. Nonetheless, in this stall, only strong hint appeared in the conversation.

#### 4.1.1.3.1. Strong Hint

Strong hint refers to utterances that contain strong clue or partial reference to object needed for the implementation of the act (Blum-Kulka, House, and Kasper, 1989). In this strategy, the requests are not conventionalized, thus the hearers need a bit more effort in order to understand the meaning of the speakers' utterances. The example of this strategy type can be seen below.

#### Excerpt 6

Context: A young Madurese woman bought candlenuts in a seeds and nuts stall.

The seller was a middle-aged Chinese woman.

B : *Tak ole korang ye cik?*

'Can you reduce the price?'

S : *Beh, tak oleh, pas. Mong ngalak eceran, sanga beles setengah.*

'Uhm, cannot, the price is fix. The non wholesale price is nine thousand and five hundred.'

B : *Tang peseh du ratos cik, oleh berempah kilo? Sepoloh?*

'My money is two hundred thousand, how many kilos will I get? Ten?'

On the above example, the buyer tried to bargain the price of the candlenuts that she wanted to buy. But, she did not bargain it directly; instead she

used a hint by giving partial reference to the seller. Her partial reference was the amount of money that she had. As mentioned on the above example, the buyer had two hundred thousand with her. The seller said that the price of the candlenut per kilo was nineteen thousand and five hundred and the buyer knew that. The seller, then, answered that if she had two hundred thousand, she would get ten kilos of candlenuts. However, the buyer asked that question, i.e. how many candlenuts that she would get if she had two hundred thousand, not because she did not know how to count well, but because she was giving a hint to the seller. Her hint was intended to make the seller cut the price of the candlenuts for her. Therefore, she could get more than ten kilos with her two hundred thousand rupiah. Furthermore, the utterance of the buyer, i.e. “*sepuluh?*” which was produced in an interrogative form was intended to give a clue to the seller that she hoped that she could get more than ten kilos with the money that she had. Her utterance was classified as strong hint because she mentioned the amount of money that she had in order to get more candlenuts from the seller.

### **Excerpt 7**

Context: A Javanese woman wanted to buy three packs of cinnamon in a seeds and nuts shop and tried to bargain the price of the cinnamon to the seller. The seller was a middle-aged Chinese woman.

- B : *Cik, iki berapa?*  
 ‘Ma’am, how much does it cost?’  
 S : *Sekilo dua dua.*  
 ‘One kilo, twenty two thousand.’  
 B : *Piro lek setengah?*  
 ‘How about half kilo?’  
 S : *Setengah sebelas.*  
 ‘Half kilo eleven thousand.’  
 B : *Yo wes, setengah ae. Lek sing iku njupuk telu piro?*

'Okay then, I buy half kilo. How about that one, if I buy three packs, how much will the price be?'

The same as previous example, in this conversation, the buyer also applied strong hint in making her request. The buyer wanted to three packs of cinnamon in this shop. In order to bargain the price of the stuff that she was about to buy, the buyer gave partial reference about the quantity of the stuff that she was going to buy. On the above example, the buyer said "*lek sing iku njupuk telu piro?*" which shows the way she bargained the price of the cinnamon in this stall. She gave a hint to the seller that she was going to buy more than one pack and expected that she would get cheaper price since she would buy more than one pack. The intention of giving emphasize in the number of cinnamon that she was going to buy was to persuade the seller to give her some price reduction as she expected that if she bought more than one, she could get cheaper price than if she only bought one pack. The buyer's utterance can be classified as strong hint because there is a partial reference in her utterance and because she gave emphasize on the number of the cinnamon that she was going to buy.

#### **4.1.2. Request Strategies in a Garlic and Shallot Stall**

Blum-Kulka, House, and Kasper (1989) stated that in making request, speaker usually applies a strategy. They, then, proposed nine strategy types in making request that are distinguished by the level of directness. The nine strategy types are mood derivable, explicit performatives, hedged performatives, obligation statement, want statement, suggestory formula, query preparatory, strong hint, and mild hint. In the conversation in this stall, there were only six

strategy types found out of the nine strategy types mentioned above. Some excerpts are given on the explanation section below. There are some abbreviations used in this study, namely “B” and “S” which are used respectively to refer to buyer and seller.

#### **4.1.2.1. Direct Requests**

Direct request is a request which is made by the speaker by explicitly mentioned the illocutionary force in their utterances (Blum-Kulka, House, and Kasper, 1989). This strategy comprised of five types, i.e. mood derivable, explicit performatives, hedged performatives, obligation statement, and want statement. Nevertheless, in this stall, there were only two strategy types applied by the buyers which were mood derivable and want statement.

##### **4.1.2.1.1. Mood Derivable**

In mood derivable, speakers' utterances contain grammatical mood which is used to emphasize the illocutionary force of their utterances. This strategy type is considered as the most direct strategy type because of the imperative mood that is used in expressing the speaker's request (Blum-Kulka, House, and Kasper, 1989). Imperative mood is usually used to express direct command and if the speaker does not apply it in a right context, it can offense the hearer since it may sound a bit rude to the hearer. In this stall, the mood derivable is expressed by the buyers by directly mentioning the desired price and by using a bare verb in making their request to the seller.

### Excerpt 8

Context: A young Chinese woman wanted to buy shallot in a stall which is owned by a young Madurese woman.

- B : *Lek setengah kilo?*  
 ‘How about half kilo?’  
 S : *Setengah, tiga belas setengah*  
 ‘Half kilo, thirteen thousand.’  
 B : *Yang ini lebih bagus ya berarti ya?*  
 ‘This one has better quality compared to this one, right?’  
 S : *Iya*  
 ‘Yes.’  
 B : *Setengah berapa? Tiga belas ya?*  
 ‘Half kilo, how much does it cost? Thirteen thousand, okay?’

The conversation above shows that the buyer tried to bargain the price of the shallot. She wanted to buy half of a kilo shallot and asked the seller to cut the price by directly mentioning her desired price. Actually, the price of a kilo of shallot and half of a kilo of shallot are different because in a wholesale market like *Pasar Pabean*, the more quantity the seller buys, the cheaper price the seller will get. And because the buyer only wanted to buy half of a kilo shallot, the seller could not give the buyer price reduction. However, the buyer still tried to bargain the price to the seller. The mood derivable strategy type in the buyer’s utterance can be seen from the sentence “*tiga belas ya?*” in which the buyer directly mentioned the desired price to the seller. Nevertheless, the buyer mitigated the illocutionary force of her utterance by making it in interrogative form and adding the word “*ya*” with falling intonation.

### Excerpt 9

Context: A young Chinese woman bought 500 grams of shallot in a stall which is owned by a young Madurese woman and asked the seller to give her the good shallot.

B : *Ya udahlah, mau setengah kilo ae.*

‘Okay then, I’d like to buy 500 grams.’

S : *Yang ini apa ini? Yang ini tiga belas, yang ini tiga belas setengah*

‘Which one? This one is thirteen thousand, that one is thirteen thousand and five hundred.’

B : *Yang ini aja, **pilihno sing apik ya bu.***

‘I buy this one, give me the good one please.’

On the conversation above, the seller and the buyer had agreed about the final price and the buyer asked the seller to give her the good shallot. In asking the seller, she used direct request. It can be seen from the sentence “*pilihno sing apik ya bu*” in which the bare verb “*pilihno*” which literally means choose was used by the buyer in order to make the most direct request possible. However, she added the word “*ya bu*” to make her request more polite.

#### 4.1.2.1.2. Want Statement

Want statement is an utterance spoken by the speakers in regards to express their desires or feelings that the hearers can perform the act (Blum-Kulka, House, and Kasper, 1989). This strategy is typically signified by the use of word “want”. In this stall, the buyers usually use the word “*arep*” or “*mau*” which have the same meaning as want.

### Excerpt 10

Context: A young Chinese woman bought shallot in a stall which is owned by a young Madurese woman and asked the seller that she wanted to buy 500 grams of shallot.

B : *Yang ini tiga belas setengah, yang ini tiga belas. Bedane lima ratus ya sama ini? Ini, ga oleh kurang maneh ta?*

‘This one is thirteen thousand and five hundred, this one is thirteen thousand. The difference between this one and that one is five hundred, right? For this one, can’t you reduce the price a bit?’

S : *Setengah itu aslinya lebih mahal, iya. Eceran, kalo beli dua kilo tiga kilo itu lain lagi.*

‘If you buy half kilo, that must be more expensive, because that’s not wholesale price. If you buy, two or three kilos, the price would be different.’

B : *Ya udahlah, mau setengah kilo ae.*

‘Okay then, I’d like to buy 500 grams.’

From the conversation above, it can be seen that the buyer wanted to buy half of a kilo of shallot and tried to bargain the price to the seller. Unfortunately, she did not succeed in bargaining the price with the seller because the seller did not want to cut the price of the shallot since the buyer only bought it in a small quantity. Finally, the buyer decided to buy half of a kilo shallot with the given price. When the buyer gave a confirmation that she agreed to buy the shallot with the given price, she applied want statement strategy. This can be recognized from the word “*mau*” that she used when she made the request. The word “*mau*” means “want” in English and is used to express the buyer’s desire. The same as the previous explanation in the seeds and nuts stall, want statement, in this stall, was also found in the end of the buyers’ conversation and was mostly used as a confirmation to the sellers that the buyers wanted to buy the stuffs.

#### 4.1.2.2. Conventionally Indirect Request

Conventionally indirect request refers to utterances in which the illocutionary force is stated indirectly (Blum-Kulka, House, and Kasper, 1989). There are two strategy types classified in conventionally indirect request, namely suggestory formula and query preparatory.

##### 4.1.2.2.1. Suggestory Formula

In suggestory formula, the speaker asks the hearer to do something by giving a suggestion (Blum-Kulka, House, and Kasper, 1989). In English, this strategy type is signified by the use of the words “how about...” or “what about...”. But, in this stall, the buyers applied this strategy by using the words “...ga oleh?” or “ga....ta?”

#### Excerpt 11

Context: A middle-aged Javanese woman wanted to buy male garlic and tried to bargain the price with the seller. The seller was a young Madurese woman.

- B : *Kating sekilo regane piro?*  
 ‘How much is the price of one kilo male garlic?’  
 S : *Songolas*  
 ‘Nineteen thousand.’  
 B : *Limolas **ga oleh?***  
 ‘Fifteen thousand, is that okay?’

The buyers wanted to buy male garlic and asked about the price of one kilo of male garlic to the seller. When she got the given price, she then started to bargain the price by asking the seller to cut the price. However, instead of using direct strategy, she preferred to use conventionally indirect strategy, particularly that of suggestory formula. In realizing this strategy type, the speaker made their

request in a suggestion form. On the above example, the buyer's utterance "*limolas ga oleh?*" is classified as suggestory formula because in her utterance it can be seen that she suggested her desired price, "*limolas*" (fifteen thousand), to the seller. This strategy type was mostly done in interrogative forms because this type of strategy is delivered indirectly and thus it may sound more polite to the hearer.

### Excerpt 12

Context: A middle-aged Chinese woman wanted to buy one kilo of shallot. She tried to ask the seller, who is a young Madurese woman, to cut the price.

- B : *Sing cilik?*  
'The smaller one?'
- S : *Wolu likur pas.*  
'Twenty eight thousand, fix.'
- B : *Wolu likur pas yo.* (with the intention to make sure about the given price)  
*Ga selawe ta?*  
'Twenty eight thousand, fix, right? How about twenty five thousand?'

The same as the previous explanation, in this conversation, the buyer applied suggestory formula in making her request. The difference was only on the choice of words used to realize this strategy type. The buyer in this conversation preferred to use the words "*ga...ta?*" which means "how about..." in English. In Bahasa Indonesia, those words are usually used to express suggestion to the hearers. Thus, the buyer's utterance in excerpt 11, is classified as suggestory formula.

#### 4.1.2.2.2. Query Preparatory

Query preparatory refers to utterances that contains reference to preparatory condition, such as ability and willingness (Blum-Kulka, House, and

Kasper, 1989). This type of strategy, in Bahasa Indonesia, is signified by the use of the words “*boleh*” or “*bisa*” (Hassall, 1999).

### Excerpt 13

Context: A young Javanese man wanted to buy male garlic and asked the seller, who was a young Madurese woman, about the price of the male garlic.

- B : *Bawang putih piro?*  
 ‘How much is the price of the garlic?’  
 S : *Sing lakik iku songolas*  
 ‘That male garlic is nineteen thousand.’  
 B : ***Gak oleh kurang?***  
 ‘Can’t you reduce the price?’

On the above excerpt, the buyer asked the seller about the price of male garlic. However, since he thought that the price was too expensive, he tried to bargain the price to the seller. In bargaining the price, he applied query preparatory strategy type. The buyer used query preparatory strategy type by using the words “*gak oleh*” in his utterance. As explained by Hassall (1999), in Bahasa Indonesia, query preparatory is signified by the use of the words “*boleh*” or “*bisa*”. Thus, the sentence “*gak oleh kurang?*” that the buyer uttered shows that he was using this strategy type when he made his request. Nevertheless, he attenuated the illocutionary force of the request by using the negation of modal verb can, i.e. *gak oleh*, in his request.

### Excerpt 14

Context: A middle-aged Chinese woman went to a garlic and shallot stall to buy shallot and because she thought that the price of the shallot was too high, she asked the seller, who was a young Madurese woman, to cut the price of the shallot.

- B : *Pas e piro?*  
 ‘How much is the fix price?’  
 S : *Pas kabeh.*  
 ‘Fix price.’  
 B : *Pas kabeh? **Gak isa kurang ta?***  
 ‘All prices are fix? Can’t you reduce the price?’

The same as the previous excerpt, the buyer also used query preparatory strategy type in making her request. On the above example, it can be seen that the buyer tried to bargain the price of the shallot to the seller. She asked the seller to reduce the price of the shallot because she thought that the given price was too expensive for her. The query preparatory in her request was stated using the words “*gak isa*” which means cannot. Again, the same as the previous buyer in the previous example, this buyer also mitigate the illocutionary force of her request by using the negation of the modal verb can, i.e. *gak isa*. Thus, her request might sound more polite the seller.

#### 4.1.2.3. Non-Conventionally Indirect Request

Non-conventionally indirect request, also known as hint, refers to utterances in which the illocutionary force of the request is conveyed implicitly (Blum-Kulka, House, Kasper, 1989). In order to understand the meaning of the request, the hearers must refer to the context of the conversation. This kind of request consists of two strategy types, namely strong hint and mild hint.

##### 4.1.2.3.1. Strong Hint

Strong hint is utterances that are delivered by giving partial reference or strong clue to the object which is needed for the implementation of the act (Blum-

Kulka, House, Kasper, 1989). There are several examples of strong hints that can be found in this stall.

### Excerpt 15

Context: A middle-aged Chinese woman went to a garlic and shallot stall to buy shallot and because she thought that the price of the shallot was too high, she asked the seller, who was a young Madurese woman, to cut the price of the shallot.

- B : *Gak kurang ta sing telong puluh iku?*  
 ‘Can’t you reduce the price of the one that worths thirity thousand?’  
 S : *Pas.*  
 ‘Fix price.’  
 B : *Hah?*  
 ‘Hmm?’  
 S : *Pas.*  
 ‘Fix price.’  
 B : *Pas e piro?*  
 ‘How much is the fix price?’

As informed in the context, the buyer wanted to buy shallot in this stall. She bargained the price to the seller using strong hint strategy type. Her strong hint can be seen from the utterance “*pas e piro?*”. This utterance is not classified as mood derivable and instead is classified as strong hint because the buyer asked such question not because she really wanted to ask the seller about the fix price, rather she wanted to give the seller a hint to give her some price reduction. In addition, the buyer also gave a partial reference in order to implement the act, which is to get some price reduction. Moreover, the partial reference, i.e. “*pas e piro?*” usually occurs in selling-buying activity. Actually, the buyer had already known the fix price of the shallot since the seller had already mentioned it in the beginning of their conversation. However, in this part, the buyer pretended as if she did not know how much the fix price is because she wanted to keep trying to

bargain the price to the seller. Therefore, she used strong hint in order to avoid the seller got angry to her because she had already tried several times to bargain the price of the shallot.

### Excerpt 16

Context: A middle-aged Chinese woman went to a garlic and shallot stall to buy shallot and because she thought that the price of the shallot was too high, she asked the seller, who was a young Madurese woman, to cut the price of the shallot.

B : *Pas kabeh? Gak isa kurang ta?*  
 ‘All prices are fix? Can’t you reduce the price?’

S : *Pas* (with rising intonation)  
 ‘Fix price.’

B : *Sing gede ae yo sakilo yo?*  
 ‘The bigger one, only one kilo, okay?’

The buy was looking for some shallots in this stall. After knowing the price of the shallot, she tried to ask the seller to give some price reductions because she thought that the given price was too high. However, since she did not buy in a large quantity, the seller could not give her price reduction. The seller could only give the wholesale price if the buyer bought in a large quantity. However, the buyer did not give up in bargaining the price to the seller, even when the seller had told her several times that the price could not be reduced if she only bought one kilo of shallot. On the above excerpt, the buyer, again, used strong hint in making her request to the seller. She gave a partial reference to the object, which is the type of the shallot that she wanted to buy, i.e. the big shallot, when she bargained to the seller. Her utterance “*sing gede ae yo? sakilo yo?*” was considered as strong hint because the aim of saying such utterance was to ask the seller to cut the price of one kilo of big shallot that she wanted to buy.

Nevertheless, she did not say it directly and preferred to use strong hints in order to make it more polite and less offending to the seller as she had asked the seller to cut the price for several times.

#### 4.1.2.3.2. Mild Hint

Mild hint is utterances that are spoken without any references to the request proper; however, it can be interpreted through the context as request (Blum-Kulka, House, and Kasper, 1989). There are only two examples of mild hint found in this stall.

##### Excerpt 17

Context: A middle-aged Chinese woman went to a garlic and shallot stall to buy shallot and because she thought that the price of the shallot was too high, she asked the seller, who was a young Madurese woman, to cut the price of the shallot.

- B : *Gak kurang ta sing telong puluh iku?*  
 ‘Can’t you reduce the price of the one that worths thirity thousand?’  
 S : *Pas.*  
 ‘Fix price.’  
 B : ***Hah?***  
 ‘Hmm?’  
 S : *Pas.*  
 ‘Fix price.’  
 B : *Pas e piro?*  
 ‘How much is the fix price?’

On the above example, the word “*hah?*” that the buyer uttered does not look like a request. However, if it is seen further through the context, that utterance was actually a request made by the buyer. In realizing that request, the buyer used mild hint, that is why the utterance did not look like a request at all although actually it was. The word “*hah?*” is usually used if someone does not

catch particular point in a conversation. However, on the above excerpt, the buyer actually uttered that word not because she did not hear what the seller said to her, but because she actually wanted the seller to cut the price of the shallot. The intention behind the word uttered by the buyer can only be understood if the context is clearly explained. Therefore, her utterance was classified as mild hint.

### Excerpt 18

Context: A middle-aged Chinese woman went to a garlic and shallot stall to buy shallot and because she thought that the price of the shallot was too high, she asked the seller, who was a young Madurese woman, to cut the price of the shallot.

- B : *Sing gede ae yo sakilo yo?*  
 ‘The bigger one, only one kilo, okay?’  
 S : *Telong puluh pas.*  
 ‘Thirty thousand, fix.’  
 B : *Sing cilik?*  
 ‘The smaller one?’  
 S : *Wolu likur pas.*  
 ‘Twenty eight thousand, fix.’

Almost the same as the previous excerpt, the seller also tried to bargain the price of the shallot in this stall. Her utterance, “sing cilik?” looked like a question rather than a request. Nevertheless, it was a request made the buyer to get a cheaper price of the small shallot. The criteria of a strong hint is that the utterance has no reference to the request proper and her utterance actually met the criteria of mild hint since her utterance did not look like a request at all although it was. The intention of the buyer of saying such utterance was to persuade the seller to give her a cheaper price or in other words the buyer bargained the price of the small shallot. Thus, her utterance can still be classified as a request realized with mild hint strategy type.

## 4.2. Interpretation

Blum-Kulka, House, and Kasper (1989) proposed three kinds of requests with nine strategy types to realize the request. Those three kinds of request, namely direct request, conventionally indirect request, and non-conventionally indirect request, were all appeared in the conversations that were used as the data of this present study. However, out of nine strategy types, only six strategy types occurred in the request utterances produced by the buyers, i.e. mood derivable, want statement, suggestory formula, query preparatory, strong hint, and mild hint.

**Figure 1. The Percentage of Request Strategy**

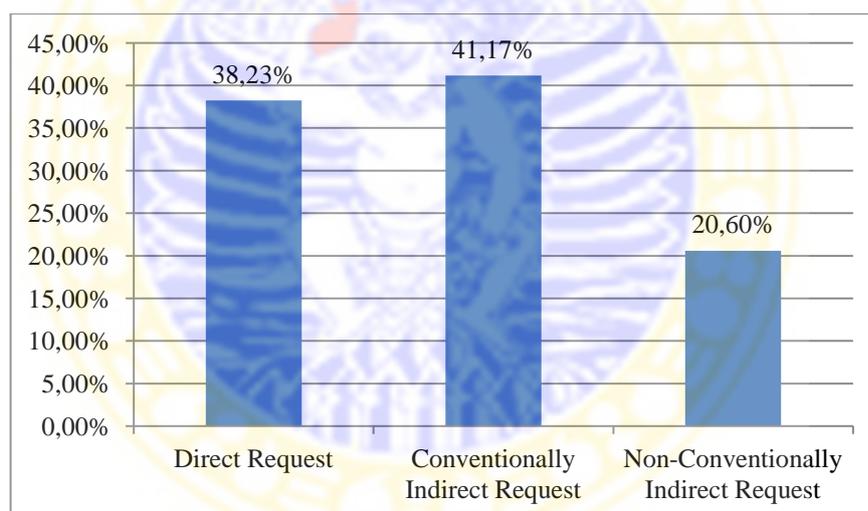


Figure 1 above shows the percentage of the request strategies used by the seller in both stalls. Overall, the sample of this study, i.e. buyers, produced 34 request utterances. The percentage of direct request, conventionally indirect request, and non-conventionally indirect request used by the buyers in both stalls are respectively 38,23%, 41,17%, and 20,60%. At this point, it can be inferred that all buyers in *Pasar Pabean*, applied the three strategies in making their request.

Of the three, the most widely used strategy was conventionally indirect and the less used strategy was non-conventionally indirect.

Buyers in both stall tended to apply conventionally indirect request rather than the other two strategies. One of the most possible reasons why buyers liked to use that strategy is because this strategy is considered as the most proper strategy to be used when someone of different ethnicity makes a request. In order to keep and maintain a good relationship between the sellers and the buyers, and in order to keep the face of the hearers, in this case the seller, the buyers have to deliver their request in a way that will not offend the sellers and can save the face of the hearers. In addition, according to Hassall (1999), the more indirect strategy is used by the speakers if the threat to the hearers' face increases. That could also be another reason for the buyers to choose conventionally indirect strategies. However, non-conventionally indirect request, in spite of the fact that this kind of strategy is considered as the most indirect strategy, was not used regularly by the buyers because this strategy may lead the hearers to misunderstand the request since the hearers have to pay a special attention to the requests' context in order to be able to recognize the utterances of the speakers as requests.

As for direct requests, this strategy placed as the second most widely used strategy by the buyers at *Pasar Pabean*. This type of request, together with conventionally indirect request, was preferred by the buyers in making their requests. However, the occurrence of conventionally indirect request is more frequent because direct request was mostly used by the buyers in the beginning of

their bargaining activity; meanwhile conventionally indirect request mostly appeared in the middle, which took longer time, of the buyers' conversations.

**Figure 2. The Percentage of Strategy Types**

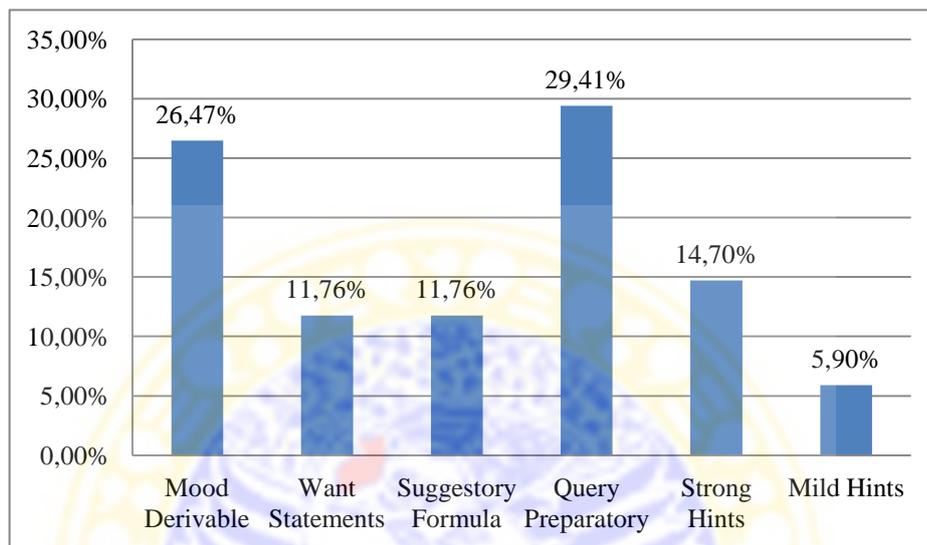


Figure 2 above shows the frequency of strategy types used by the buyers at both stalls. Out of 34 requests utterances spoken by the buyers at both stalls, most of the buyers applied query preparatory most often as this strategy times appeared ten times (29,41%) in the conversations. The second most used strategy type was mood derivable, which is the most direct request that can be produced by the speakers. This type occurred nine times (26,47%) out of 34 request utterances produced by the buyers. The next strategy types that was mostly used respectively was strong hint (14,70%), want statement (11,76%), and suggestory formula (11,76%). The less frequent strategy type used by the buyers was mild hints as this type only appeared two times (5,90%) out of 34 request utterances found in this present study.

From the result above, query preparatory appeared as the most frequent strategy type used by overall buyers at *Pasar Pabean*. According to Blum-Kulka,

House, and Kasper (1989), when someone make a request, s/he violates the hearer's freedom from imposition because the hearer might think that the request is an intrusion to his/her freedom of action. Therefore, the requester, who refers to the buyers in this study, should avoid making the hearers losing their face because of the request that the requesters made. Query preparatory, as found in the data of this present study, was considered as the most proper strategy for the buyers to make request because this strategy type is not too direct and not too indirect as well. This strategy type can accommodate the needs of the buyers in expressing the request without offending the sellers. In this market, the buyers realized the query preparatory mostly by using the negation of the modal verbs can, i.e. *gak boleh*.

Mood derivable was the second most frequent strategy type used by the buyers at *Pasar Pabean*. In some cultures, this kind of strategy type is often considered as rude and rather impolite especially when it is uttered to the people who do not know each other before. However, this kind of rule seemingly not applicable in the market since in bargaining activity most people think that time is money. Hence, the seller will not feel offended when the buyers make the requests using direct strategy as long as the utterances of the buyers are still in the context of bargaining. Typically, in realizing this type of request, the buyers often directly mentioned their desired price or used bare verb to show the directness of their requests.

In the third place, there was strong hint which appeared 5 times (14,7%) out of 34 request utterances found in this present study. Although there is no

specific linguistic form of this strategy type, however the user of this strategy type always gave partial reference to the object that helped the hearers to interpret the meaning of utterances spoken by the buyers as requests. And that characteristic is actually what distinguishes it from mild hint since in the mild hint there is no partial reference to the object. The buyers usually started to use this strategy type when they had asked the seller to cut the price of the same stuff for several times in the beginning of their bargaining. They changed their strategy either from direct request or conventionally indirect request to this strategy type, which is classified as non-conventionally indirect request, in order to avoid the sellers got angry to them.

The next strategy types that were found in the data are want statements and suggestory formula. Each of these strategy types appeared as many as four times (11,76%) in the whole conversations. Want statement did not occur as frequent as mood derivable and query preparatory because this strategy type was mostly used only as the confirmation from the buyers about the amount of the stuff that they bought. It was applied only to show the buyers' desire about the amount of the stuff that they bought. Therefore, this type only occurred once in each conversation. As explained previously, suggestory formula appeared in the same frequency as want statement, i.e. 4 times (11,76%). Only a few people used this strategy type because most of the buyers used this strategy type only to suggest their desired price to the seller. Usually, the buyers used this strategy, instead of mood derivable when they proposed their desired price to the seller, because they were new customer who had never or rarely bought something at the

stall. Therefore, in order to save the face of the seller and in order to show their politeness, they did not apply mood derivable.

Meanwhile mild hint are the strategy type that was not occurred as frequent as the other five strategy types because this kind of strategy type is rather difficult to be understood by the sellers as compared to the other five strategy types. Using this type in making requests may also lead the sellers to misunderstand the buyers' request, especially if there are other buyers at the stall and the sellers do not concern only with the particular buyers' utterances. There are also probabilities that the sellers cannot recognize the buyers' requests if the buyers used these strategy types. Furthermore, from the example of the strong hint and mild hint given in this present study, it is found that these two strategy types have no specific linguistic form that can signify the characteristics of these two strategy types. Therefore, in order to interpret the utterances as requests, the hearers need to make their own interpretation based on the requests' context.

Overall, based on the above explanations, the buyers at *Pasar Pabean* were most likely applied conventionally indirect strategy, with its query preparatory, to the sellers in order to minimize their imposition. According to Blum-Kulka, House, and Kasper (1989), if someone wants to minimize their imposition, they will prefer to use more indirect strategies than the direct ones. Nevertheless, non-conventionally indirect request, although it is known as the most indirect requests of all three request strategies, was not widely used because this strategy can lead the hearers to misunderstanding if the hearers do not realize the requests' context.