ABSTRACT


This present study examines how request strategies are used by the buyers at Pasar Pabean Surabaya during bargaining activity seeing from pragmatics point of view. The methodology adapts the principle used by the Cross-Cultural Speech Act Realization Project (CCSARP, Blum-Kulka et al, 1989). The supporting theory in the case of Indonesian language is proposed by Hassall (1999). The data were collected in a natural setting through tape-recording of the bargaining activity between the buyers and the sellers. As many as eight buyers from three different ethnicities were randomly chosen to be used as the sample of this study. In the recording process, the buyers were not informed in advance that their conversations were going to be recorded in order to keep the setting natural. This study shows that overall buyers used six strategy types out of the nine strategy types. Explicit performatives, hedged performatives, and obligation statement did not occur on the conversation of the buyers. As for the frequency, buyers at Pasar Pabean tended to use conventionally indirect request (41.17%) in making their requests with its query preparatory (29.41%). Non-conventionally indirect request (20.58%) appeared as the less frequently used strategy and mild hint (5.88%) as the rarely used strategy type.

Keywords: bargaining; pasar pabean; request; request strategies