
**ABSTRACT**

Bargaining is an interaction that almost always happens in the trading process between sellers and buyers at traditional market. During the bargaining process, buyers need to produce some request utterances in order to make the seller reduce the price of the items that they want to buy. This study undertakes a pragmatic investigation of request strategies used by buyers during their bargaining interactions at Pasar Kencong Jember. Using the taxonomy of request strategies proposed by Blum-Kulka, House, and Kasper (1989), audio recording of bargaining interactions between twelve selected buyers and three sellers from three selected stalls were analysed in order to identify various request strategies found within the interactions. The findings shows that all of the three request strategies are used by buyers during bargaining at Pasar Kencong Jember. Conventionally indirect request which occurred 23 times or 46.94% is the most favored method by buyers in delivering their requests. In the second position, there is non-conventionally indirect request which occurred 15 times or 30.61%. On the other hand, direct request which occurred 11 times or 22.45% appears to be the strategy that are most rarely used by buyers. The result indicates that buyers tend to choose indirect strategy rather than the direct ones to minimize the imposition in their request.

**Keywords**: bargaining; request; request strategies; traditional market