

ABSTRACT

People can easily find the use of speech convergence strategies in their daily life conversation. People tend to converge their speech to their interlocutor in order to gain mutual understanding. This study is aimed to reveal the phenomenon of speech convergence strategies used by sellers to buyers at Wonokitri traditional market. The main purposes of this study is to find out the speech convergence strategies and the frequency of occurrence of speech convergence strategies used by sellers to buyers at Wonokitri traditional market. The writer used the theory of Speech Accomodation Theory proposed by Holmes (2008). In collecting the data, the writer recorded the conversation between seller and buyers by using audio-recording and transcribed it. The result of this study indicated that when the conversation occurred, the sellers used all strategies of speech convergence strategies. The use of simple vocabulary strategy occurred more often than the other strategies because the sellers wanted to create simple sentences in order to make the buyers easier to catch the message given.

Keywords : *seller, speech convergence strategy, traditional market*